Europe Economics



AI Standards Hub – Phase 2 Evaluation

Final report

March 2026

Europe Economics
330 High Holborn
London
WC1V 7QH

Tel: (0) 20 3862 9252

www.europe-economics.com

Europe Economics makes use of artificial intelligence to enhance the value of the work that it does for clients. Europe Economics may have generated some parts of the text in this document with OpenAI's language-generation model. Upon generating draft language, Europe Economics reviews, edits, and revises the text.
Europe Economics is registered in England No. 03477100. Registered offices at Holborn Gate, 330 High Holborn, London WC1V 7QH.
Whilst every effort has been made to ensure the accuracy of the information/material contained in this document, Europe Economics assumes no responsibility for and gives no guarantees, undertakings or warranties concerning the accuracy, completeness or up to date nature of the information/analysis provided in the document and does not accept any liability whatsoever arising from any errors or omissions.
© Europe Economics. All rights reserved. Except for the quotation of short passages for the purpose of criticism or review, no part may be used or reproduced without permission.

Contents

Executive Summary 4
Key findings 4
Recommendations 5
1 Introduction 6
1.1 Background and context 6
1.2 Objective and scope of evaluation 7
1.3 Structure of report 7
2 Evaluation Framework 8
2.1 Overview of evaluation methodology 8
2.2 Stakeholder engagement 10
2.3 Other information and data sources 12
3 Impact of Internationalisation 13
3.1 Knowledge and guidance 15
3.2 Collaboration and networking 20
3.3 Policy engagement 24
3.4 Research and international engagement 29
3.5 Key limitations and evidence gaps 31
3.6 Conclusions on impact of internationalisation 32
4 Value for Money Assessment 33
4.1 Inputs and costs 33
4.2 Benefits 35
4.3 Key limitations and evidence gaps 43
4.4 Conclusions on value for money assessment 44
5 Recommendations 45
5.1 Recommendations on the delivery of the AI Standards Hub 45
5.2 Recommendations on monitoring and evaluating the impacts of the AI Standards Hub 46
Appendix 1: Approach to Value for Money Assessment 47
Costs 47
Benefits 48
Appendix 2: Hub User Survey Results 56
Appendix 3: Hub User Survey 82
Introduction 87
Privacy notice 87
Hub user profile 87
Familiarity and use of resources 88
Collaboration and networking 92

Policy engagement and international engagement 93
Concluding questions (optional) 94
Appendix 4: Interview Topic Guide 96
Awareness and engagement 96
International reach and impact 96
Outcomes and emerging impacts 96

Executive Summary

The AI Standards Hub is a partnership between the Alan Turing Institute, the British Standards Institution (BSI) and the National Physical Laboratory (NPL), supported by the Department for Science, Innovation and Technology (DSIT). Established in 2022 under the UK Government's National AI Strategy, the Hub aims to support the development and adoption of trustworthy AI standards and to strengthen the UK's role in global AI governance. It provides a central platform through which stakeholders can access, understand and engage with international AI standards, drawing on the expertise of Hub Partners in research, standards development and technical assurance.

Following a pilot phase (October 2022 to March 2023), which established the Hub as a trusted "one-stop shop" for AI standards and laid the foundations for awareness, community-building and capability development, Phase 2 (April 2023 to March 2025) expanded its focus towards international collaboration and influence. Interim findings in early 2024 indicated continued progress in raising awareness and lowering barriers to participation, alongside early signs of growing international traction.

This independent evaluation, commissioned by DSIT, assesses the impact of Phase 2 (particularly the internationalisation of the Hub) and provides a value for money assessment to inform future decision-making. The evaluation adopts a mixed-methods, theory-based approach consistent with HM Treasury Green and Magenta Book guidance, combining monitoring data, survey evidence and stakeholder interviews. Monetised estimates of short-term benefits are complemented by qualitative assessment of longer-term strategic impacts, ensuring transparency around assumptions and limitations.

Key findings

The evaluation finds that Phase 2 has made measurable progress towards its internationalisation objectives, particularly in expanding reach, strengthening coordination and enhancing the UK's visibility in global AI standards discussions.

- **Increased international reach and engagement**: The Hub expanded its international footprint during Phase 2, with growing participation from non-UK stakeholders. It strengthened learning and knowledge exchange on AI standards, with over 60 per cent of interviewees reporting improved awareness and visibility, and 91 per cent of survey respondents agreeing it enhances understanding of how standards influence regulation. It also serves as a centralised, globally accessible resource, with around 80 per cent of interviewees reporting time savings in accessing relevant information.
- **Strengthened cross-border coordination and broader engagement:** The Hub has reduced fragmentation in AI standardisation by providing a neutral platform for dialogue and enabling more structured exchange between UK and international actors. It has also broadened participation beyond traditional technical communities, with over 80 per cent of interviewees highlighting its role in broadening participation and "bridging separate worlds".
- **Enhanced UK visibility and thought leadership**: The Hub has reinforced perceptions of the UK as a constructive and technically credible contributor to international AI standards discussions. Some 77 per cent of survey respondents agreed the Hub helps the AI community have an internationally recognised voice while 81 per cent agreed the Hub represents the UK internationally.

While international collaboration and influence are emerging, downstream effects, such as sustained standards adoption or regulatory alignment, are likely to materialise over longer timeframes and remain at an early stage. For further details, please see Chapter 3.

The value for money assessment indicates that Phase 2 has delivered material benefits that are broadly comparable to its costs, including measurable short-term efficiency gains (see section 4.2.1) and wider strategic benefits (see sections 4.2.2 and 4.2.3).

- **Evidence of measurable efficiency gains**: The Hub generates tangible short-term benefits through reduced search and coordination costs, with monetised productivity gains estimated at around £1.04-2.7m over the two-year period (relative to costs of £2m). Survey and interview evidence indicates meaningful time savings and willingness-to-pay for the Hub's resources, reflecting improved efficiency in identifying and engaging with relevant standards.
- **Wider strategic benefits and policy impacts beyond quantified impacts**: While broader impacts (such as improved ecosystem coordination, stronger international influence and contributions to policy dialogue) are expected to materialise over longer timeframes, there is clear evidence of early influence on policy discussions and of strengthening the UK's international voice in AI standards.
- **Strongest value associated with core functions**: The Standards Observatory and convening activities (including the Global AI Standards Summit) deliver the most consistent and clearly evidenced value. The Observatory improves access to and awareness of relevant standards, while convening activities translate this into engagement and participation. Together, these functions support the Hub's contribution to strengthening the AI standards ecosystem.

The Hub's overall value for money is likely to increase as long-term benefits not yet materialised start to crystallise over time, although the scale of longer-term returns remains inherently uncertain. Maintaining the quality and usability of core resources – particularly the Observatory – and strengthening mechanisms that convert engagement into sustained collaboration will be important to maximise future value. Please see Chapter 4 for further details.

Recommendations

Drawing on the survey, interview and monitoring evidence, we propose a focused set of recommendations to strengthen future delivery and impact (see Chapter 5 for further details).

- **Consolidate core value drivers**: Prioritise maintaining the quality and usability of the Standards Observatory and high-quality convening activities, while refreshing training provision to reflect evolving regulatory developments.
- **Strengthen conversion from engagement to collaboration**: Increase facilitation (e.g. structured follow-up working groups and improved integration of forums and engagement tools) to support the transition from networking to sustained collaboration.
- **Clarify pathways to longer-term impact**: Where downstream adoption and collaboration are strategic priorities, articulate clearer implementation pathways and longer-term impact indicators.
- **Enhance monitoring and evaluation**: Strengthen tracking of engagement depth (e.g. repeat participation and progression to collaboration) and improve documentation of outputs. A light-touch follow-up (e.g. three to five years from inception) to assess longer-term international influence and ecosystem impacts may also be considered.

1 Introduction

Europe Economics was commissioned by the Department for Science, Innovation and Technology (DSIT) to conduct the Phase 2 evaluation of the AI Standards Hub covering the period between April 2023 and March 2025. The evaluation covers both the impact of the Hub's internationalisation and a value for money assessment.

1.1 Background and context

The AI Standards Hub is a partnership between the Alan Turing Institute, the British Standards Institution (BSI) and the National Physical Laboratory (NPL), supported by DSIT. Established in 2022 under the UK Government's National AI Strategy, it supports the development and adoption of trustworthy, responsible AI standards. The Hub serves as a central platform for UK stakeholders to access, understand and engage with global AI standards. The Hub Partners bring complementary expertise: the Alan Turing Institute provides academic and policy leadership on AI, BSI brings standards development expertise, and NPL offers technical rigour in measurement and assurance. Together, they aim to strengthen the UK's role in responsible AI and reduce domestic barriers to participation in standards development.

The pilot phase ran from October 2022 to March 2023 and focused on four core pillars:

- Tracking and sharing information on AI standards – including an openly accessible online observatory presenting relevant technical standards and AI policy guidance in a user-friendly and inclusive format.
- Convening, connecting and community building – using an online platform and virtual/in-person events to support coordinated engagement in standards development.
- Education, training and professional development – providing tools and resources to build UK stakeholder capability to engage in global AI standardisation.
- Thought leadership and international engagement – collaborating internationally to strengthen the evidence base and support wider Hub activities.

The pilot evaluation found that the Hub rapidly established itself as a trusted "one-stop shop" for AI standards in the UK.[1] It reported progress in raising awareness, building a multi-stakeholder community, and providing effective training and knowledge-sharing resources. The evaluation also highlighted early indications that the Hub supported the UK AI community to engage with and influence standards-related discussions, as well as early international traction, including engagement with stakeholders based in the US, Canada and Germany. Overall, the evaluation concluded that the pilot phase laid important foundations for future impact by consolidating awareness, engagement and policy linkages.

Phase 2 builds directly on the pilot's achievements and the four core pillars, expanding the Hub's focus from domestic engagement to international collaboration and influence. The core objectives for Phase 2 include:

- Increase awareness of AI standards and help UK stakeholders navigate an increasingly complex standards landscape.
- Enhance UK influence by ensuring its stakeholders have an internationally recognised voice in shaping standards.
- Set an international example by showcasing the UK as an innovative and trustworthy leader in AI standards.

[1] Oxford Information Labs (2023). AI Standards Hub. Pilot Evaluation. [online]

- Foster international collaboration, strengthening partnerships and exchanges with other governments, institutions and standards bodies.

An interim evaluation of Phase 2 progress (conducted internally by DSIT) reported continued progress in increasing awareness and lowering barriers to participation, particularly through the AI Standards Database. While further evidence is required to quantify international impacts, qualitative findings suggested promising collaboration and a growing perception of UK leadership, alongside the Hub's role in supporting trust and confidence in AI technologies.

1.2 Objective and scope of evaluation

Building on the previous evaluations, the objective of this report is to finalise the Phase 2 evaluation of the AI Standards Hub covering the period between April 2023 and March 2025 to support future decision-making of the Hub. The evaluation covers both the impact of the internationalisation of the Hub as well as a value for money assessment.

The impact evaluation of the internationalisation of the AI Standards Hub focuses on the following questions:

- What progress has been made towards the AI Standards Hub's expected impacts being achieved?
- To what extent can this impact be attributed to the AI Standards Hub?
- To what extent have elements other than the AI Standards Hub contributed to the achieved impact?
- Has reduced funding for some domestic activities impacted on the core objectives of the AI Standards Hub, and to what extent can the quantitative benefits be assessed and how can these be measured? This is particularly in relation to internationalising the AI Standards Hub, for example for AI trustworthiness.

In parallel, the value for money assessment of the AI Standards Hub focuses on the following aspects:

- To what extent can we provide a reasonable estimate of the value for money of the AI Standards Hub?
- What is the estimated value for money of the AI Standards Hub?
- Should we expect the value for money of the AI Standards Hub to significantly change in the future?
- What functions of the AI Standards Hub have been most valued? What are the recommendations for future funding priorities of the AI Standards Hub?

Our approach to addressing these questions and assessment to date is set out in the chapters below.

1.3 Structure of report

The remainder of this report is structured as follows:

- Section 2 sets out the framework for the evaluation;
- Section 3 summarises our assessment of the impact of the internationalisation of the AI Standards Hub;
- Section 4 includes our value for money assessment;
- Appendix 1 provides further details on our approach to the value for money assessment;
- Appendix 2 presents the responses to the quantitative questions in the Hub user survey;
- Appendix 3 includes the Hub user survey; and
- Appendix 4 provides the initial topic guide for stakeholder interviews.

2 Evaluation Framework

This chapter provides an overview of our evaluation framework and the key information and data sources used for the study.

2.1 Overview of evaluation methodology

The evaluation adopts a mixed-methods, theory-based approach broadly consistent with HM Treasury Green Book[2] and Magenta Book[3] guidance, applying these principles proportionately to an evaluation context. It combines quantitative analysis of monitoring data and survey responses with qualitative evidence from stakeholder interviews and document review. A Theory of Change underpins the assessment, setting out the causal pathways from inputs and activities to outputs, outcomes and longer-term impacts. This framework supports a structured assessment of additionality, attribution and contribution in a complex, multi-stakeholder international policy environment where experimental or counterfactual methods are not feasible.

The internationalisation impact assessment draws on monitoring metrics (reach, engagement and geographic participation), survey evidence on awareness and behaviour change, as well as in-depth interviews to test the plausibility of causal pathways. The value for money assessment follows Green Book principles by comparing programme costs with monetised benefits where proportionate and feasible (including time savings and willingness-to-pay), alongside qualitative and strategic benefits that are unlikely to materialise fully within the two-year evaluation period. This proportionate approach ensures transparency around assumptions and limitations while providing a balanced judgement on economy, efficiency, effectiveness and longer-term strategic value.

2.1.1 Theory of Change

To assess progress against the Phase 2 objectives, we have developed a logic chain articulating the causal pathways from inputs to longer term impacts and benefits. The Theory of Change used for the evaluation builds on the Phase 2 interim and earlier pilot evaluation frameworks, while putting a greater focus on the international dimension and making the underlying economic mechanisms more explicit.

As shown in the diagram below, the Theory of Change starts with a series of inputs, supporting a range of activities carried out by Hub Partners during Phase 2. Conceptually, these activities generate intermediate outputs (e.g. resources produced, events delivered, working groups convened, research undertaken, etc.), which in turn create short- and medium-term outcomes (e.g. greater awareness, stronger collaboration, better policy clarity, deeper international engagement, etc.). Over time, these outcomes contribute to longer-term impacts and benefits, including both policy objectives (e.g. UK influence in global standards setting) and wider economic effects (e.g. reduced compliance costs, improved interoperability, investment confidence).



[2] HM Treasury (2026): The Green Book – UK Government guidance on appraisal [online].
[3] HM Treasury (2020): Magenta Book – Central Government guidance on evaluation [online].

To strengthen causal interpretation, the Theory of Change developed for the Phase 2 evaluation also identifies the underlying economic mechanisms driving the Hub's activities. These include:

- Reduction in information asymmetry via curated, trusted standards guidance, and training;
- Reduced search and transaction costs by convening stakeholders and lowering barriers to collaboration;
- Knowledge spillovers and capability gains through shared learning and research; and
- Risk mitigation against regulatory displacement, where UK engagement helps avoid other jurisdictions setting norms that impose costs on UK firms.

Articulating these mechanisms allows the evaluation to test not only whether outcomes occurred, but whether they plausibly arose because Hub activities altered information, coordination or incentives in the AI standards ecosystem.

Four themes supporting the evaluation

The Theory of Change identifies four themes across the Hub's activities and impacts, which structure the assessment of internationalisation impacts in Chapter 3 and the value for money assessment in Chapter 4.

- **Knowledge and guidance** – ensuring high-quality, internationally relevant standards information and training are accessible to global stakeholders, improving awareness and lowering barriers to trustworthy AI adoption.
- **Collaboration and networking** – enabling multi-stakeholder, cross-border working groups and events that build durable international networks and reduce coordination frictions.
- **Policy engagement** – strengthening dialogue between industry, regulators, and policymakers domestically and internationally, supporting clearer, more predictable standards-based governance.
- **Research and international engagement** – producing and disseminating research with international partners to reinforce UK thought leadership and align UK approaches with global debates.

Together, these themes create a taxonomy linking measurable near-term outputs and outcomes to longer-term policy and economic impacts. They also clarify which stakeholder groups (policymakers, regulators, researchers, private-sector users, and international partners) are expected to contribute to and benefit from Hub internationalisation.

2.1.2 Impact of internationalisation

Phase 2 places particular weight on ensuring that Hub activities and outputs are internationally relevant and reach global audiences. The Theory of Change underpinning the assessment (see Chapter 3 for details) therefore highlights international pathways more explicitly, including:

- how international engagement changes awareness and uptake of trustworthy AI standards;
- how cross-border collaboration alters coordination and transaction costs; and
- how UK thought leadership is reinforced through active participation in global AI governance discussions.

Given the relatively recent inception of the AI Standards Hub and the strategic nature of its objectives, many expected impacts (particularly those relating to international influence, standards alignment and ecosystem development) are likely to materialise beyond the timeframe of this evaluation. The assessment therefore balances evidence on progress against Phase 2 objectives with a qualitative appraisal of emerging longer-term economic and strategic effects. These longer-term impacts are not treated as fully realised outcomes but are articulated within the Theory of Change to clarify the mechanisms through which international engagement is expected to generate value over time.

2.1.3 Value for money assessment

The value for money assessment considers the costs and benefits associated with Phase 2 activities delivered by the Hub. In line with HM Treasury Green Book principles, the analysis compares programme inputs with the benefits generated over the evaluation period, adopting a proportionate approach to quantification.

For **inputs**, this comprises the following four broad categories:

- Government grant funding for the Hub;
- In-kind contributions from Hub Partners;
- Users' time and participation in Hub-related activities; and
- The Hub's existing content, networks, and resources.

As explained in further detail in section 4.1 below, the assessment focuses on Phase 2 costs funded through government grant funding and in-kind contributions from Hub Partners. It excludes users' time and implementation costs, as well as the one-off set-up costs incurred during the pilot phase, reflecting the scope and timeframe of the Phase 2 evaluation.

Benefits are assessed across three categories:

- **Monetisable benefits** capturing short- to medium-term impacts that can be credibly expressed in monetary terms using performance data and survey evidence (e.g. time savings, perceived access value).
- **Ordinal/illustrative benefits** where sense-of-scale assessment is possible but robust monetisation is not feasible due to attribution challenges, measurement constraints or longer time horizons.
- **Qualitative benefits** capturing strategic, reputational and ecosystem-level effects that are not well suited to valuation but are central to the Hub's policy objectives.

The assessment therefore quantifies near-term, user-level efficiency gains and compares them to programme costs, while presenting qualitative and illustrative evidence for longer-term strategic impacts such as international influence and ecosystem development.

Taken together, this approach provides a balanced and transparent judgement on value for money recognising the challenges around quantifying and monetising certain impacts over the time period considered while providing a clear narrative around the underlying mechanisms driving (expected) benefits. For further details about our methodological approach, please refer to Appendix 1.

2.2 Stakeholder engagement

This section summarises our approach to stakeholder engagement.

2.2.1 Hub user survey

To address key evidence gaps in Phase 2 (particularly in relation to indicators and metrics on awareness, engagement and outcomes across the four themes) we developed and administered a bespoke Hub user survey. The questionnaire drew on the structure and content of surveys used in previous evaluations, combining closed (quantitative) and open (qualitative) questions to capture both measurable outcomes and illustrative insights. Selected questions from the interim evaluation were retained to enable comparisons over time. The full questionnaire is provided in Appendix 3.

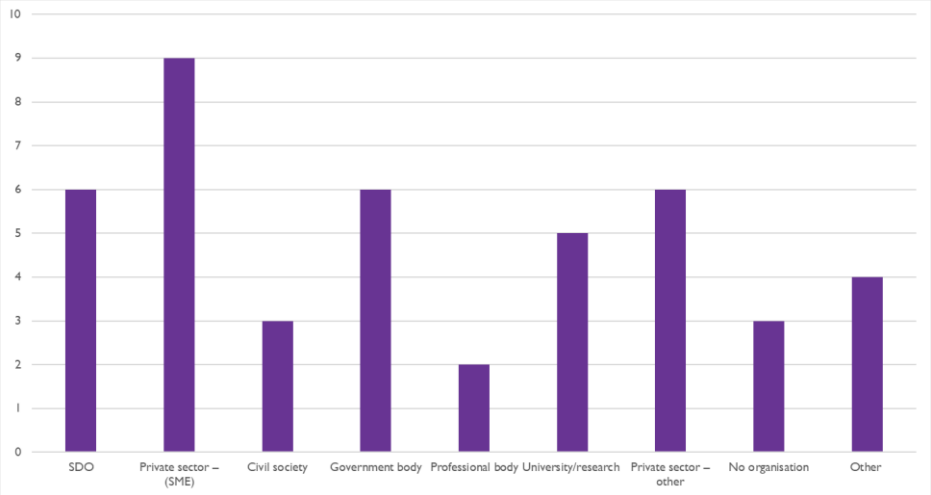
The survey was disseminated online via SurveyMonkey, with support from Hub Partners.[4] Following an external pilot involving four respondents, minor revisions were made to improve clarity and comprehension; these adjustments did not affect the comparability of core questions. The survey was open between 3

[4] The survey was sent to subscribers to the Hub's newsletter and advertised on social media (LinkedIn).

December 2025 and 27 January 2026 and received 44 completed responses to the core questions (including pilot responses).

The final sample was evenly split between UK and international respondents. Among international participants, the United States was the most represented country, alongside individual responses from a range of other countries, including India, Singapore, Canada, Ireland and Chile. Respondents represented a variety of organisation types, with SMEs, standards development organisations (SDOs), government bodies and larger private sector organisations being the most common categories.

Figure 2.1: Most of the survey respondents worked for SMEs, SDOs, government bodies and larger private sector organisations



Source: Europe Economics, 2025-26 Hub user survey, question 2. Sample size: 44.

As participation was voluntary, the sample may over-represent more engaged or active Hub users. In addition, subgroup sample sizes are modest (ranging from six to nine responses for the largest categories), limiting the extent to which findings can be generalised. The survey is therefore not statistically representative of the full Hub user base, and results (as with all self-reported data) should be interpreted as indicative. Nevertheless, the findings provide robust and useful insights into user experiences and the Hub's outcomes and impacts, particularly when considered alongside other evidence sources.

2.2.2 Stakeholder interviews

We conducted 14 in-depth interviews with a diverse group of stakeholders from standards bodies, national governments, international organisations and civil society. Most interviewees participated in a personal capacity, with views reflecting their individual professional experience. The majority of interviews (10 participants, approximately 70 per cent) were conducted with international stakeholders from countries including the United States, Australia, South Korea and Nigeria, as well as employees of European and international organisations. The remaining interviews were conducted with UK-based participants.

Interview participants were recruited through assistance from DSIT, Hub Partners and using existing industry contacts to ensure broad representation of views and perspectives both within the UK and internationally. The interviews were conducted in a semi-structured format, using tailored topic guides to ensure that discussions cover key themes relevant to the evaluation while maintaining flexibility for participants to raise additional points, examples or perspectives. The topic guide outlining the key themes covered is included in Appendix 4.

The interviews provided qualitative evidence to complement monitoring data and survey findings. Discussions explored progress across the four thematic areas, with particular emphasis on international partnerships,

ecosystem coordination and global engagement. By capturing perspectives from both UK and international stakeholders, the interviews helped triangulate emerging findings and identify factors influencing the Hub's effectiveness and international reach.

2.2.3 Engagement with Hub Partners

To supplement the evidence base for the Phase 2 evaluation, we sought additional input from Hub Partners through a targeted set of follow-up questions. These questions were informed by our earlier evidence gathering and focused on areas where further clarification would strengthen the robustness of the analysis. This included requests for additional detail on specific activities delivered during the 2024–25 financial year, as well as clarification of associated outputs, outcomes and reported impacts.

2.3 Other information and data sources

A further key data source was the Hub's 2023-24 and 2024-25 performance reports. These provided detailed financial information on expenditure by delivery partner and workstream, alongside monitoring data on programme reach, engagement and activity delivery.

The reports include monthly KPIs covering website usage and international reach, stakeholder composition, event participation, standards-related activity, and communications metrics. These data were used to assess trends in engagement, geographic reach and delivery intensity over Phase 2, and to contextualise survey and interview findings.

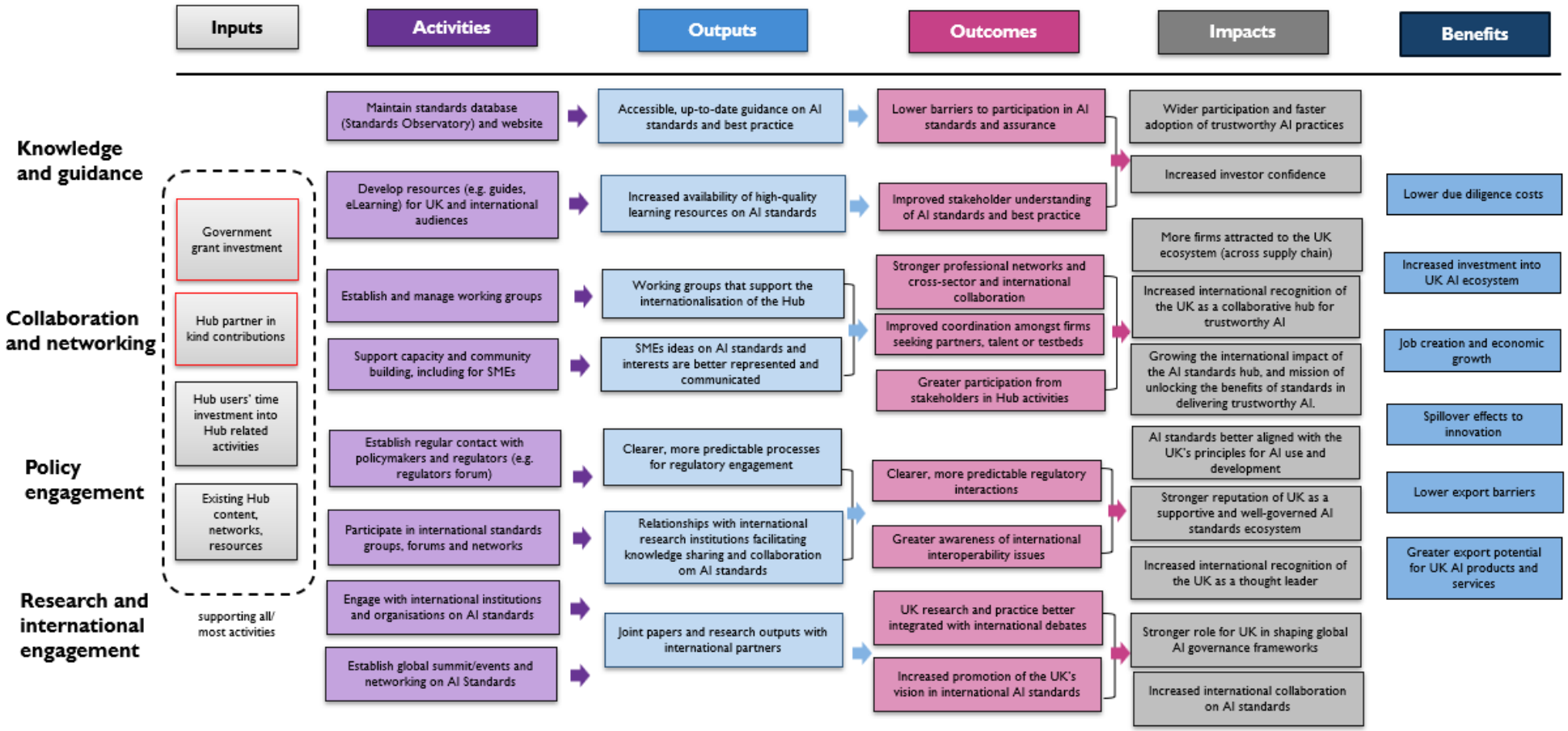
3 Impact of Internationalisation

This chapter assesses progress and emerging impacts from the internationalisation of the AI Standards Hub during Phase 2 (April 2023 to March 2025). It draws on monitoring and delivery evidence from Hub Partners, findings from the Hub user survey and in-depth interviews with stakeholders to assess and illustrate emerging impacts.

It first first sets out the Theory of Change underpinning the evaluation in further detail, before describing the key activities and outputs, as well as the outcomes and emerging impacts across the four themes introduced in the previous chapter. The chapter concludes by discussing key limitations and evidence gaps before presenting our overall conclusions on the impact of internationalisation.

The Theory of Change in Figure 3.1 below sets out the causal pathways from inputs to longer-term impacts and benefits.

Figure 3.1: Theory of Change



Our assessment is structured across four themes (knowledge and guidance, collaboration and networking, policy engagement, and research and international engagement) reflecting the main channels through which the Hub's activities translate into outcomes and impacts. To support transparency and avoid double counting, we have mapped key activities and outputs to a primary theme (see Table 3.1 below), based on their main objective and function within the Hub's delivery model.

We recognise, however, that many activities, outcomes and impacts are inherently interrelated, with overlap across themes where international engagement, collaboration and policy dialogue reinforce one another. In such cases, the mapping reflects the predominant contribution of each activity, while acknowledging that underlying mechanisms and resulting impacts may span multiple themes.

Table 3.1: Mapping of key activities and outputs to the four themes

Theme	Key activities and outputs
Knowledge and guidance	Website maintenance, comms and marketing coordination Maintain Standards Observatory data Trustworthy AI eLearning Sharing of standards data with partners/third parties
Collaboration and networking	Working groups for internationalising the Hub International engagement & networking events International civil society forum on AI standardisation
Policy engagement	UK–US Collaboration: Risk Management Framework International engagement with regulators
Research and international engagement	Horizontal internationalisation work Trustworthy AI evaluation testbed International engagement & networking events International engagement with academic organisations Research on AI thematics and interoperable governance

3.1 Knowledge and guidance

The Hub supports engagement and knowledge-sharing across the AI standards ecosystem by providing high-quality, internationally relevant guidance and information to global audiences.

3.1.1 Key activities and outputs

Key activities and outputs during Phase 2 included:

- Hub Partners maintained and periodically refreshed the Standards Observatory (comprising the standards, policy and research databases). The standards database was updated monthly, with full refreshes completed in January, April, and November 2024. Change notifications were implemented to alert users to updates in the database. The Hub also progressed development of an API to enable third-party access to standards data for integration into external tools and workflows.
- Partners developed and published AI eLearning resources for UK and international audiences, resulting in a suite of training courses available on the Hub's website. Each course includes an overview and defined learning outcomes. During Phase 2, partners scoped longer-term module development, adapted forthcoming modules for UK and international contexts and added additional e-learning courses.
- Hub Partners also delivered webinars and workshops for civil society organisations and government stakeholders on topics including AI security, AI risk management and trustworthy AI.
- In addition, partners maintained the AI Standards Hub website, publishing regular articles on developments in AI standards and circulating newsletters to UK and international audiences. Thirteen digital newsletters

were issued between March 2023 and June 2024, with a further five distributed before March 2025.[5] Website updates included new and revised standards, policy and research entries, tagged and curated to support navigation of AI standards materials.

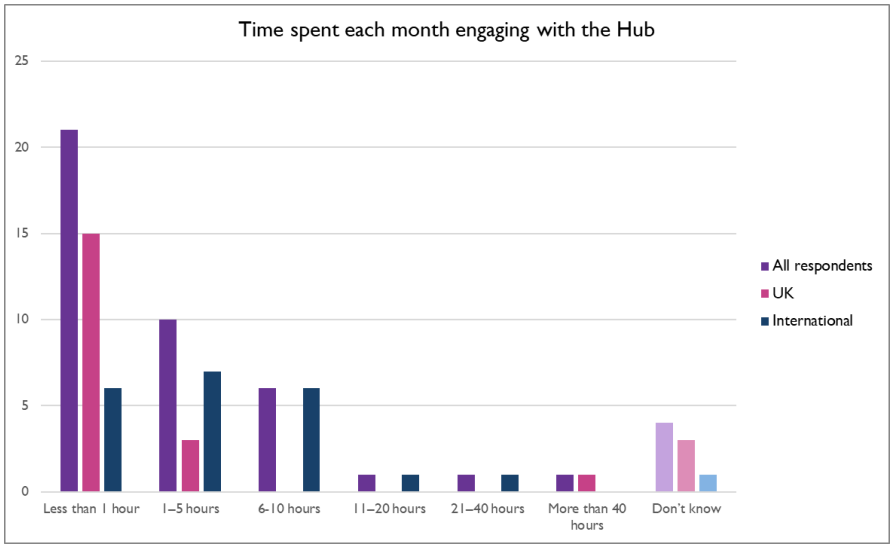
3.1.2 Outcomes and emerging impacts

Engagement with and use of Hub resources

Monitoring data indicates strong and increasing international engagement with these outputs. Website visitors increased by 31 per cent between 2024 and 2025. The share of international visitors remained high, at 61 per cent non-UK in 2024 and 59 per cent in 2025. New user registrations rose from 1,462 in 2024 to 3,466 in 2025.[6]

As shown in Figure 3.2, most survey respondents indicated spending less than one hour per month engaging with the AI Standards Hub, with 20 per cent reporting spending six hours or more per month on the Hub. International users reported higher levels of engagement on average: among UK-based users, 5 per cent reported spending six hours or more per month on Hub content, compared to 36 per cent of international users.

Figure 3.2: International users report more time engaging with the Hub



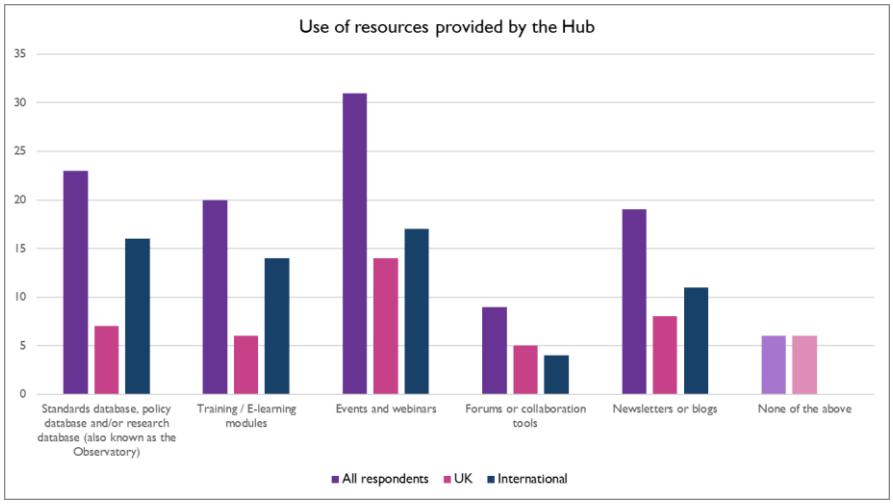
Source: Europe Economics, 2025-26 Hub user survey, question 16. Sample size: 44.

As shown in Figure 3.3 below, survey results identified the Observatory and the events and webinars offered by the Hub as the most commonly used resources among respondents.

[5] Alan Turing Institute (2024). AI Standards Hub Evaluation – Hub Partner Consultation; AI Standards Hub (2026). Newsletters. [Online]

[6] AI Standards Hub (2025). Performance report.

Figure 3.3: The most commonly used resources include the Standards Observatory and events/webinars



Source: Europe Economics, 2025-26 Hub user survey, question 9. Sample size: 44.

Survey responses indicate that participants also engaged in workshops and live training sessions offered by the Hub. Most respondents reported attending one or two sessions between April 2023 and March 2025, with higher participation among international users.[7]

While engagement with training materials has generally been lower, interview evidence suggests that this does not necessarily imply lower impact. Stakeholders noted that training resources are often used independently or as part of other activities such as teaching. For example, one interviewee described using the Hub's materials to support teaching activities, highlighting the lack of established AI standards content and the value of accessible resources for non-technical audiences. Another characterised the training provision as high quality and notably free compared with alternatives that are often paywalled.

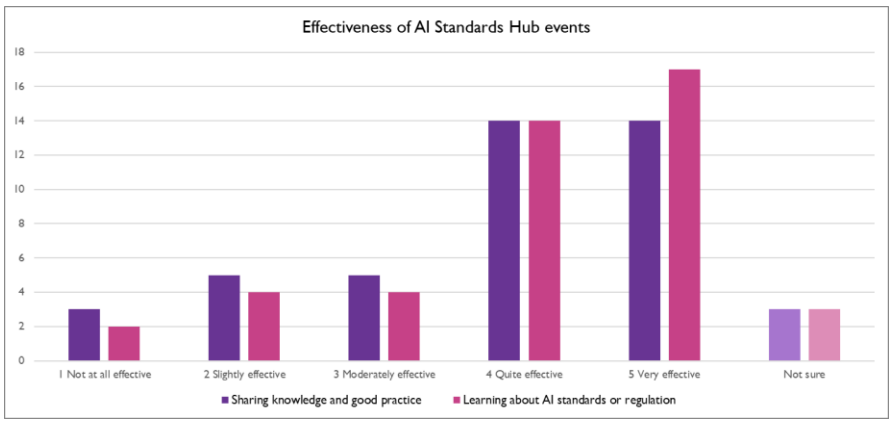
Impact on awareness and understanding of AI standards

The evidence suggests that the availability of a user-friendly and accessible resource base has significantly contributed to increasing international awareness and understanding of AI standards. By improving access to easy-to-use and reliable standards-related material, the Hub helps reduce information asymmetries, lower search costs and reduce barriers to entry for new or less-resourced participants.

As Figure 3.4 below indicates, the Hub has been effective in supporting learning about AI standards and regulations, as well as in sharing knowledge and good practice. Both functions were positively viewed by survey respondents, with learning about AI standards and regulation rated as slightly more important than knowledge-sharing. In addition, a majority (over 60 per cent) of interviewees also described the Hub as effective in raising awareness and improving the visibility and understanding of AI standards. The Standards Observatory was commonly referred to as a "reference point" or "entry point" for mapping or sense-checking the standards landscape. At the same time, one interviewee expressed more critical views, noting that certain materials had not been updated recently.

[7] Please refer to Appendix 2, Figure A2.32– Figure A2.36.

Figure 3.4: Learning about AI standards or regulations as a purpose of the Hub positively viewed by the survey respondents



Source: Europe Economics, 2025-26 Hub user survey, question 22. Sample size: 44.

Stakeholders described the Hub as a distinctive resource within the AI standards landscape, noting that it generally provides more comprehensive coverage than comparable initiatives, including information on standards both published and under development. Many interviewees – drawing on extensive experience in AI and AI standardisation – agreed that the Hub provides a centralised source of information, reducing the time required to search for relevant materials (with around 80 per cent reporting such benefits). Interviewees further suggested that, in their view and experience, no single existing platform would replicate the Hub's combination of up-to-date, accessible guidance tailored to both UK and international audiences.

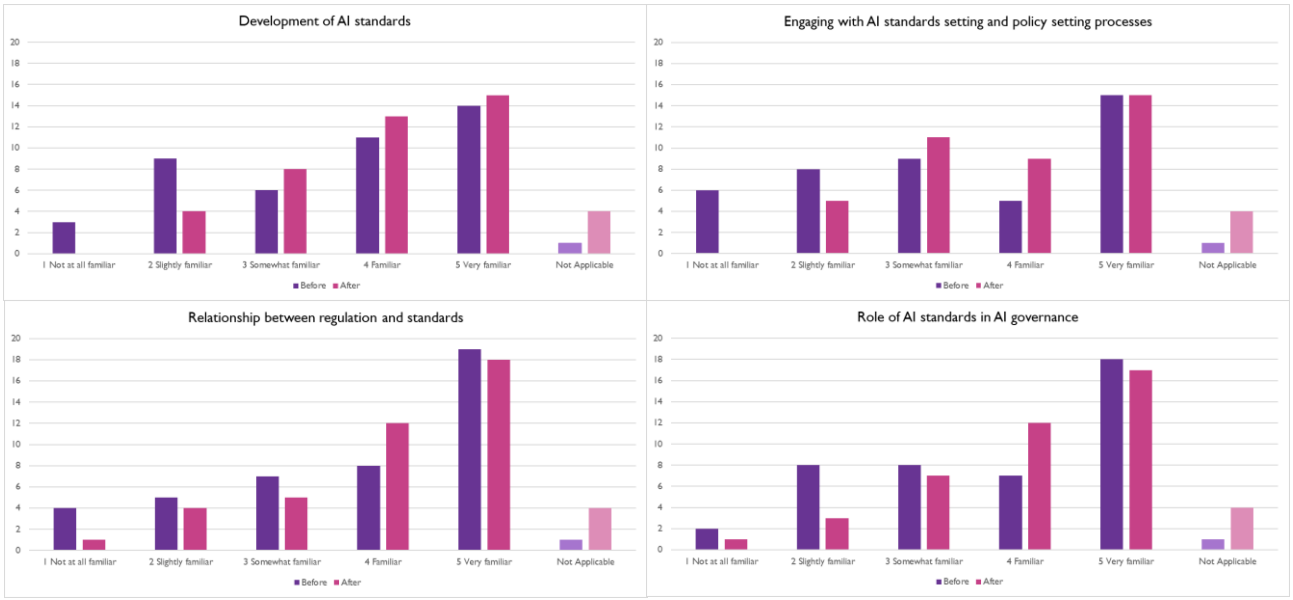
As shown in Figure 3.5, survey responses suggest that most participants increased their familiarity with key aspects of AI standards, particularly standards development processes, the relationship between regulation and standards, and the role of standards in AI governance. After engaging with the Hub, respondents also reported a clearer understanding of the purpose and need for AI standards guidance.

Perceived impact was strongest in relation to the standards–regulation interface, with 91 per cent agreeing or strongly agreeing that the Hub helps the AI community understand how standards influence regulation. This effect was particularly notable among SME respondents, with over 20 per cent reporting that they became "Familiar" or "Very familiar" with the relationship between regulation and standards as a result of their engagement with the Hub.[8]

These findings are consistent with the interim evaluation, which highlighted the value of curated information on UK policy developments for international audiences and identified the standards database as a key tool for improving awareness. As in earlier evaluations, positive perceptions of influence and recognition have been sustained during Phase 2 and are now reflected among international users. Previous monitoring also emphasised the role of the database and related guidance in overcoming knowledge barriers and supporting engagement in AI standards discussions. The results also highlight the Hub's ability and strength in reaching diverse cross-sectoral audiences, including both stakeholders with limited prior awareness of AI standards and those already familiar with the field.

[8] Please refer to the Appendix 2, Table A2.1– Table A2.10.

Figure 3.5: Engaging with the Hub increases familiarity with different aspects of AI standards

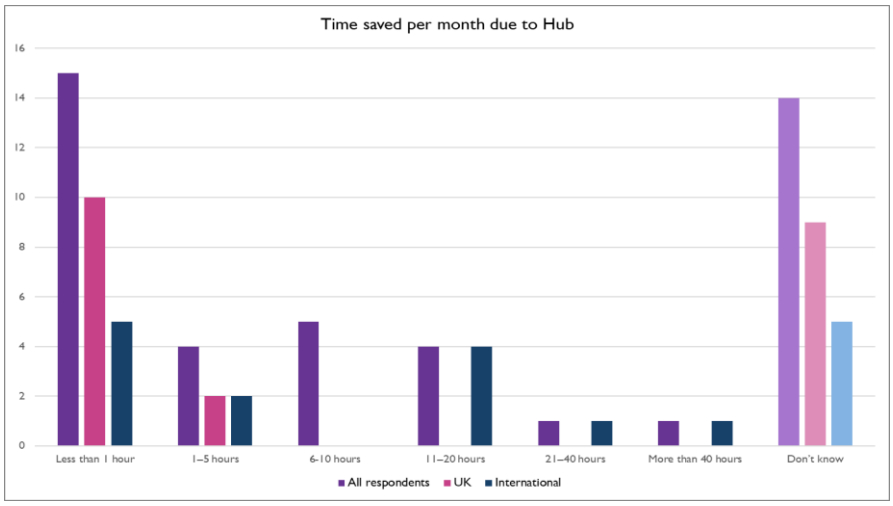


Source: Europe Economics, 2025-26 Hub user survey, question 7. Sample size: 44.

Impact on accessing and navigating AI standards information

Survey results indicate that 48 per cent of respondents[9] reported that the AI Standards Hub helped them find relevant AI standards more quickly.[10] A majority also reported some degree of time savings[11] when accessing standards-related information, guidance or training: 43 per cent of all respondents estimated savings of up to five hours per month, while 25 per cent reported saving more than five hours per month[12]. As shown in Figure 3.2 above, international users also appear to spend more hours per month engaging with the Hub compared to UK-based users.

Figure 3.6: Most respondents save some time in accessing standards-related information due to the Hub



Source: Europe Economics, 2025-26 Hub user survey, question 17. Sample size: 44.

[9] Respondents indicating that the Hub helped them in finding relevant AI standards more quickly "Quite a lot" or "Great deal". Source: Europe Economics (2026). Hub users survey.

[10] Please refer to the Appendix 2, Figure A2.19.

[11] We note that, in some cases, the reported time savings may reflect savings at the organisational level rather than for individual respondents. This does not materially affect the overall conclusions..

[12] 32 per cent of survey respondents did not know the time they had saved per month.

Similarly, a majority of interviewees (around 60%) noted time savings associated using the Hub's databases and resources. In addition to time savings, some of them (around 30%) also described improvements in the quality of their contributions to AI standards discussions. Some indicated that, in the absence of the Hub's databases and training materials, they would be discouraged from engaging.

Emerging longer-term effects

Over the longer term, improved awareness and understanding of AI standards and best practice may contribute to wider participation in standards processes, greater uptake of trustworthy AI practices and potentially stronger investor confidence.

While survey respondents expressed strong agreement that the Hub helps the AI community understand AI governance and supports more responsible AI development and deployment,[13] only a small number of organisations reported adopting AI standards directly as a result of Hub guidance at this stage.[14] This gap may reflect the time lag between increased understanding and implementation, as well as resource and operational constraints (particularly for SMEs) rather than a lack of perceived value.

3.1.3 Key findings

Overall, the evidence indicates strong progress in improving access to and understanding of AI standards. Survey and interview findings highlight the Hub's role as a central, accessible source of information, helping users navigate a complex standards landscape. The Standards Observatory was widely seen as a key entry point, contributing to increased awareness, improved understanding of the standards–regulation interface, and time savings. Interviewees also noted its role in reducing information asymmetries and lowering barriers to participation, particularly for non-technical stakeholders.

As the Standards Observatory and events (including the Global AI Standards Summit) were consistently identified as the Hub's strongest value drivers, we recommend that maintaining the quality, usability and up-to-date-ness of these resources remains a priority. Training provision could be further developed to reflect evolving regulatory frameworks and support capability building through more advanced or sector-specific modules. There may also be value in institutionalising the Global Summit as a recurring flagship event, supported by structured follow-up mechanisms, alongside exploring targeted extensions.

3.2 Collaboration and networking

The Hub supports international collaboration and engagement across the AI standards ecosystem through a programme of events, webinars and workshops that bring together stakeholders from different countries and sectors to share knowledge, identify standardisation gaps and exchange good practice.

3.2.1 Key activities and outputs

Key activities and outputs during Phase 2 included:

- The Hub convened and participated in a range of international and domestic multistakeholder events, including workshops in Nairobi, Helsinki and Kyoto; civil society engagements with OHCHR; UK-EU workshops on AI in recruitment and employment; AI Fringe sessions; AI UK panels and demonstrations; sector-focused workshops (e.g. AI in nuclear); and engagements with organisations such as techUK and BridgeAI.
- Partners also expanded international networking activities through participation in global events and direct engagement with stakeholders across a range of countries. Engagements included workshops, joint events

[13] Europe Economics, 2025-26 Hub user survey, question 24.
[14] Europe Economics, 2025-26 Hub user survey, question 12.

and taskforce-style discussions involving civil society organisations, academic institutions, regulators, government bodies and international organisations such as OHCHR, OECD, UNESCO, the Internet Governance Forum and the UN AI Advisory Body.

- In addition, Hub Partners undertook a series of working-group and community-building activities to strengthen engagement across stakeholder groups and support the Hub's internationalisation objectives.
- The Hub implemented targeted SME engagement activities, including workshops and the production of reflective blogs and explanatory content. In 2024, this included an SME-focused workshop and blogs analysing AI developments and their relevance to standards discussions. In 2025, activities expanded to include an additional workshop and further written reflections capturing SME perspectives. Topics covered included the EU AI Act, international AI governance trends, AI standards in employment and broader standards developments.[15]
- Domestically, the AI Standards Forum for UK Regulators, run by the Alan Turing Institute on behalf of the Hub, convened approximately every two months in hybrid format. The Forum has been operating for nearly two years, representing around 150 individuals from 50 regulatory bodies. In the most recent year, it met six times, covering topics including EU AI Act standardisation updates, OECD inputs on regulation and quality infrastructure.

3.2.2 Outcomes and emerging impacts

Engagement with Hub events and networking activities

Survey and interview evidence[16] indicate that events and webinars appear to be one of the primary mechanisms through which professional connections are facilitated. As shown in Figure 3.7, survey respondents reported participation in a range of Hub activities during Phase 2, including webinars, workshops, live training sessions, international networking events, partner events and standards development organisation (SDO) events, with most respondents attending one or two events during the period.[17] Webinars, workshops and international networking events were among the most frequently attended formats, with international participants reporting slightly higher attendance across event types. Many interviewees (around 60 per cent) noted that, in the absence of the Hub, comparable multistakeholder events would have been unlikely to occur and coordination across stakeholders would have been weaker.

Figure 3.7: Most respondents attended 1-2 sessions with higher attendance amongst international users



Source: Europe Economics, 2025-26 Hub user survey, question 18. Sample size: 44.

[15] Alan Turing Institute (2024). AI Standards Hub Evaluation – Hub Partner Consultation.
[16] In particular, all interviewees reported participating in online/in-person events or webinars.
[17] Please refer to Appendix 2, Figure A2.32 - Figure A2.36 for breakdown of attendance in other events.

Survey responses further suggest that UK-based users would have been less likely to attend comparable events in the absence of the Hub, whereas international respondents indicated they would still have attended similar events elsewhere. However, international users reported higher participation in Hub-organised activities, indicating that the Hub plays a significant role in convening and facilitating international engagement.[18]

The box below illustrates the role of the Hub in providing platforms for knowledge sharing and collaboration.

Connecting International Counterparts to Foster Cross-Regional Standards Collaboration

In December 2023, the AI Standards Hub contributed to the UK Science and Innovation Network (SIN) Northern Region AI Workshop held in Helsinki. The event brought together national standards bodies, metrology institutes, policymakers and researchers from Finland, Estonia, Sweden, Norway, Denmark and the UK to discuss trustworthy AI and digital governance.

The workshop convened institutions reflecting a similar partnership model to the Hub (research institute, national standards body and metrology institute), providing a structured setting for cross-national dialogue. Discussions focused on shared challenges in AI safety, measurement and standardisation, enabling participants to compare approaches and identify areas for potential collaboration.

Through its role in organising and contributing to the workshop, the Hub facilitated engagement between counterpart institutions across jurisdictions. The event generated interest in further exchanges among participating organisations, including exploring similar convening formats in other countries.

Overall, the Helsinki workshop illustrates the Hub's role in connecting institutional counterparts and supporting structured international dialogue on AI standards.

Source: Alan Turing Institute: AI Standards Hub Evaluation – Hub Partner Consultation.

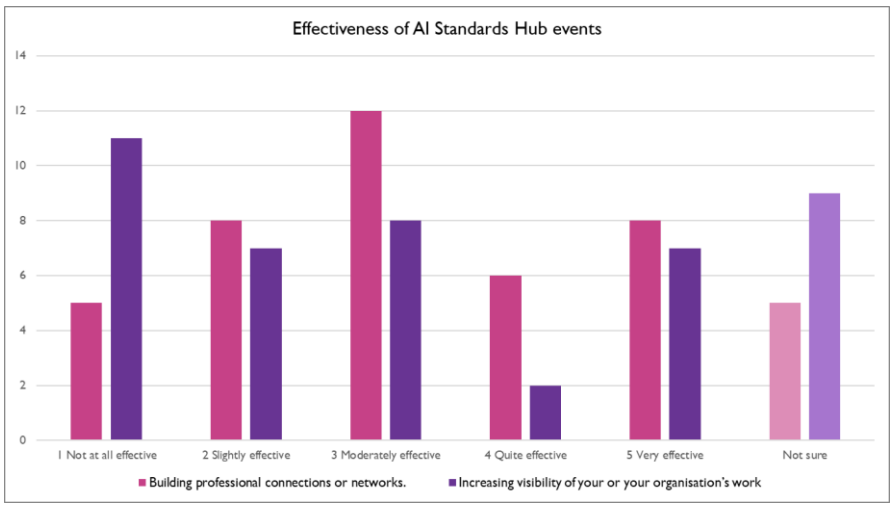
Engagement with forums and other online collaboration tools was comparatively lower.[19] Survey and interview feedbacl suggests this may reflect practical or technical barriers to participation, with some stakeholders noting challenges in using the forum platform.

Impact on professional networks and connections

As shown in Figure 3.8, survey responses suggest that users perceive the Hub as effective in building professional connections and supporting engagement within the AI standardisation ecosystem. Building professional networks was rated more positively than increasing the visibility of organisations' work. This pattern was consistent across UK-based and international respondents, with international users tending to express more positive perceptions overall regarding the Hub's activities and its success in meeting its objectives.

[18] Please refer to Appendix 2, Figure A2.37.
[19] Please refer to Appendix 2, Figure A2.11.

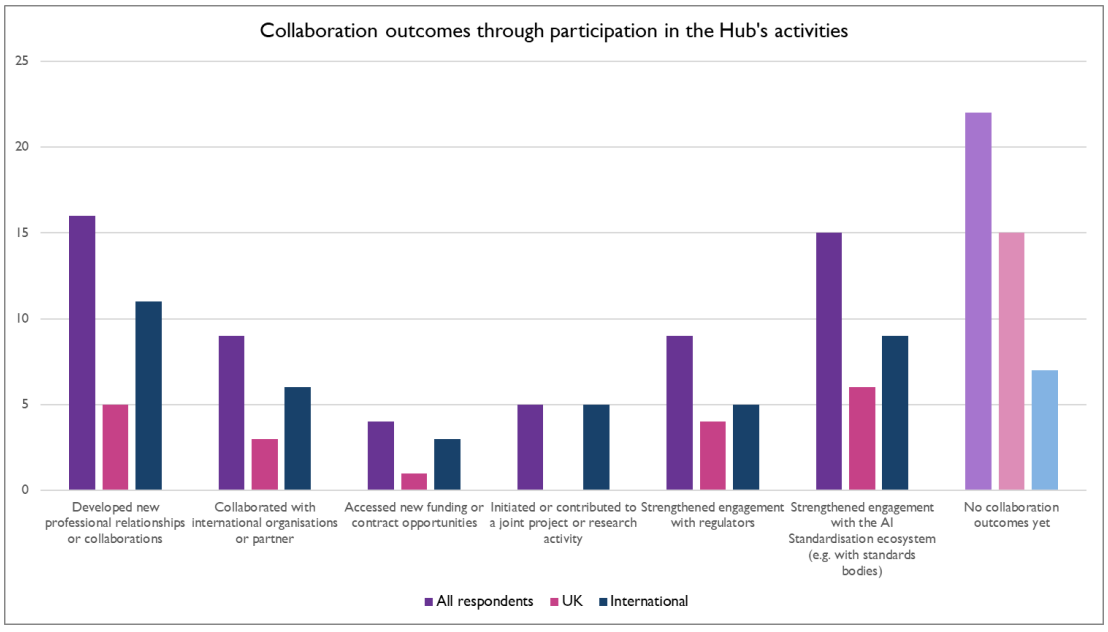
Figure 3.8: The success of the Hub in building professional connections more positively perceived by the users



Source: Europe Economics, 2025-26 Hub user survey, question 22. Sample size: 44.

As Figure 3.9 below indicates, the Hub's activities support collaboration across stakeholder groups, covering a range of topics related to AI standards. Developing new professional relationships and strengthening engagement with the AI standardisation ecosystem were identified as the most significant collaborative outcomes of engagement with the Hub. Collaboration with international organisations was also noted as an important outcome, particularly by international respondents, who reported greater opportunities for professional networking and partnership development.

Figure 3.9: Frequent collaboration outcomes include developing new professional relationships and strengthening engagement with the AI standardisation ecosystem



Source: Europe Economics, 2025-26 Hub user survey, question 23. Sample size: 44.

Among SMEs, between 7 and 20 per cent of respondents rated the Hub as effective or very effective in meeting its objectives around collaboration and networking.[20] The Hub also seeks to ensure that SMEs and other under-represented organisations have the capacity and opportunity to contribute to standards-related

[20] Please see Table A2.11 in Appendix 2 for further details. We note that given the relatively small SME sample in the survey, these findings should be viewed as indicative.

discussions. Through targeted engagement and community-building activities, SME perspectives are incorporated into emerging conversations, including at the international level. For SMEs in particular, this convening role may help reduce search and transaction costs and improve visibility and access to partnerships that stakeholders indicated would otherwise be more difficult to secure.

A clear majority of the stakeholders interviews (around 80 per cent) also agreed that the Hub facilitated collaboratiors and connections. Interviewees provided specific examples of follow-on collaborations, including new international connections (e.g. with South Korea) and partnerships leading to joint publications. At this stage, however, the tangible outputs of such collaborations appear limited. Some stakeholders suggested that collaboration benefits are likely to materialise over a longer timeframe, noting that the Hub's earlier phases focused primarily on awareness-raising and multistakeholder engagement.

Emerging longer-term effects

Over time, as relationships formed through Hub events and working groups deepen, these connections may support more structured cross-border exchanges, follow-on collaborations and shared learning on standards development and implementation. While repeat interactions and some examples of joint activity suggest that foundations for sustained collaboration are being established, the tangible outputs of specific collaborations remain limited at this stage. Impacts to date appear incremental rather than transformative, with some stakeholders noting that more concrete outcomes may materialise over a longer timeframe.

3.2.3 Key findings

Overall, the evidence indicates the emergence of early network-building outcomes. Survey and interview findings emphasise the Hub's role in bringing together standards bodies, policymakers, researchers, industry and civil society actors across jurisdictions. This function was the most frequently cited benefit in stakeholder interviews, with over 80 per cent of interviewees highlighting the Hub's ability to broaden participation in AI standards discussions by "bridge separate worlds" across standards, policy and implementation communities.

However, forums and collaboration tools appear less central in aggregate results. This does not necessarily imply limited value, but rather suggests that collaboration outcomes require active facilitation. Introducing structured thematic working groups, moderated exchanges or formalised post-event follow-up mechanisms could help convert networking into more sustained collaboration. Addressing technical and usability issues and improving connectivity between the Observatory, events, training and discussion spaces could also support a more integrated user journey.

3.3 Policy engagement

The Hub facilitates policy engagement across jurisdictions by convening regulators, policymakers, researchers, industry and civil society around standards-based approaches to trustworthy AI. Through structured dialogue and the sharing of policy-relevant standards intelligence, the Hub provides a platform for discussion on the role of standards in AI governance, supporting Phase 2 objectives related to international engagement, standards alignment and the UK's position within global AI standards debates.

3.3.1 Key activities and outputs

Key activities and outputs during Phase 2 included:

- The Hub maintained regular engagement with policy and regulatory communities through structured forum sessions focused on the role of standards in AI governance. The Alan Turing Institute organised four regulator forum sessions across 2023–24, covering topics such as standards relevant to AI safety and

transparency, regulator-led presentations on AI approaches, and updates on international regulatory engagement.

- A strand of civil society–focused international engagement and capacity-building was delivered in collaboration with partners. This included a webinar on implementing the EU AI Act through CEN-CENELEC JTC 21 in February 2025 as part of a collaborative series with JTC 21's Task Group on Inclusiveness.
- Phase 2 also supported international policy-standards dialogue through webinars involving overseas standards institutions. In 2024, a webinar delivered in collaboration with the US National Institute of Standards and Technology (NIST)[21] focused on trustworthy AI and the role of standards in governance, including an introduction to the NIST AI Risk Management Framework for UK and international audiences.[22]
- NPL reported close collaboration with NIST on the application of the AI Risk Management Framework in UK and international contexts, including the development of a jointly informed white paper.

3.3.2 Outcomes and emerging impacts

Engagement with policy and regulator forums

Monitoring data indicates strong stakeholder participation in policy-engagement activities. Regulator forums attracted 93 live attendees in 2024, convening regulatory and policy stakeholders around standards-led AI governance,[23] while the February 2025 webinar on implementing the EU AI Act through CEN-CENELEC JTC 21 attracted 421 unique viewers. Together, these figures demonstrate the Hub's role in convening sizeable cross-jurisdictional policy discussions focused on AI standards.

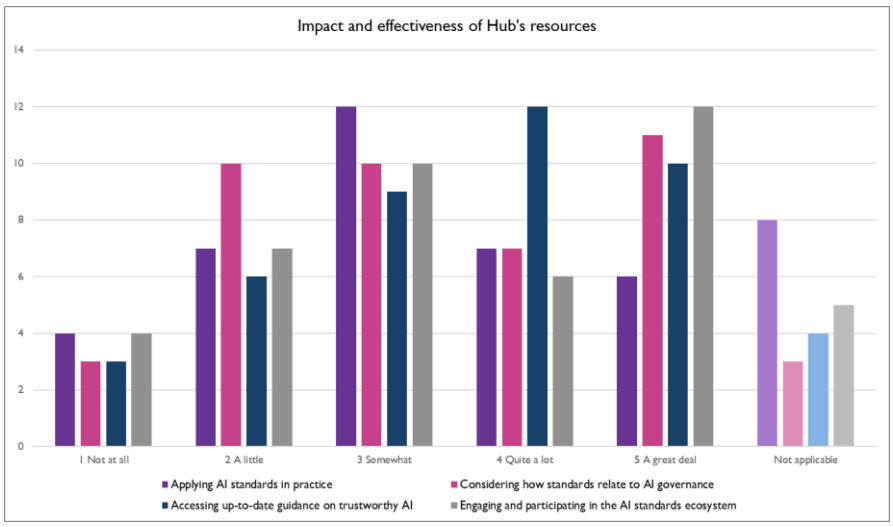
Impact on understanding and use of standards in policy contexts

Survey evidence suggests that the Hub's strongest perceived contribution lies in providing up-to-date guidance on trustworthy AI and supporting engagement in the AI standards ecosystem. As shown in Figure 3.10 below, these functions were identified as areas where respondents felt the Hub had helped them most. This indicates that the Hub is contributing to improved access to standards-related knowledge and policy-relevant intelligence, reducing information asymmetries between policymakers, regulators and the broader AI standards ecosystem and mitigating the risk of duplication of effort across jurisdictions over time.

Respondents rated the Hub's role in helping organisations understand how standards relate to AI governance as important, while assistance with applying AI standards in practice received comparatively lower ratings. This pattern may reflect the early stage of standards adoption. Interview evidence also suggests that organisations (particularly SMEs) often face resource and organisational constraints and may be reluctant to implement new processes before they become mandatory requirements.

[21] AI Standards Hub (2025). Performance report.
[22] Brown (n.d.). An introduction to NIST's AI Risk Management Framework. Link
[23] AI Standards Hub (2025). Performance report.

Figure 3.10: The Hub has helped organisations in accessing up-to-date guidance on trustworthy AI and engaging and participating in the AI standards ecosystem



Source: Europe Economics, 2025-26 Hub user survey, question 11. Sample size: 44.

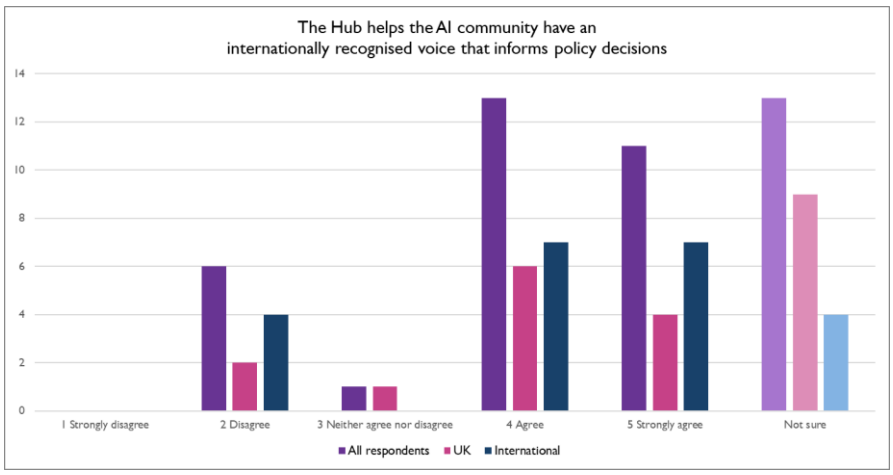
Interview participants noted that broader stakeholder engagement impacts the standards dialogue across a number of dimensions.

- Several interviewees noted that while wider participation can slow consensus-building in the short term, it may enhance the acceptance, implementability and perceived legitimacy of standards over time. Bringing policy, civil society, human rights and technical communities into dialogue was seen as strengthening the robustness of outcomes.
- Further, the Hub was not widely viewed as directly increasing technical drafting capacity within standards bodies. Rather, it was described as helping stakeholders understand where and how to engage, thereby improving the relevance, coherence and alignment of contributions (for example, more coordinated national or cross-agency inputs).
- Finally, evidence on technical depth and the speed of standards development was mixed. Several interviewees suggested that greater engagement of non-technical participants generated limited direct technical input, raising questions about the extent to which awareness-raising alone translates into detailed standards development.

Emerging impacts on policy alignment and international influence

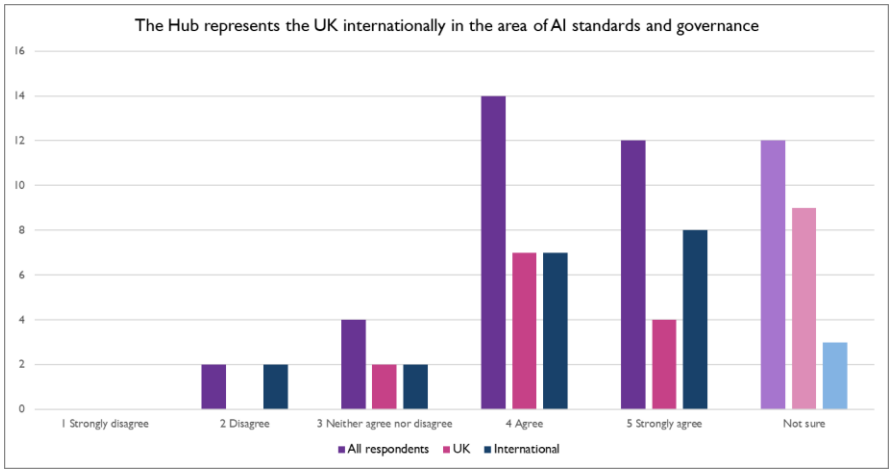
As shown in Figure 3.11 and Figure 3.12 below, survey respondents also perceived the Hub as contributing to the UK's international voice in AI standards and governance. Approximately 77 per cent agreed or strongly agreed that the Hub helps the AI community have an internationally recognised voice informing policy decisions, and 81 per cent agreed that it represents the UK internationally in this area. These findings are consistent with earlier evaluation results on UK influence and recognition.

Figure 3.11: The Hub is seen as important in helping the AI community have an internationally recognised voice informing policy decisions



Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Figure 3.12: The Hub is also seen as important in representing the UK internationally in the area of AI standards and governance



Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

At the same time, interviewees saw the AI Standards Hub as an expression of the UK's strength in standards and interest in AI. In particular, a clear majority (around 80 per cent) noted that the Hub's credibility builds on the UK's established expertise and leadership in standardisation and its existing networks (including the key role played by the BSI). They emphasised that this strength in standards does not automatically translate into broader influence across AI policy and governance debates, where standards are only one dimension of the discussion.

Overall, the Hub is generally seen as contributing to the UK's AI reputation by leveraging and extending its established strengths and reputation in standards. As discussed in the box below, some stakeholders noted that alignment between UK and EU positions on standards-related aspects of the EU AI Act as an illustration of this dynamic, suggesting associated reputational and strategic benefits for the UK.

Leveraging the UK's Standards Expertise and Reputation on the EU AI Act

Stakeholder interviews suggest that the Hub has contributed to policy–standards dialogue by supporting alignment between emerging EU AI Act[24] standards and existing international standards (where feasible), rather than encouraging divergent regional technical approaches. Interviewees described this as reflecting the UK's established strengths in standards and its role in promoting internationally interoperable solutions. In this context, the UK was characterised by some stakeholders as a "credible broker" in AI standards discussions, drawing on its technical expertise and longstanding reputation in standardisation while supporting global alignment and reduced compliance fragmentation.

Stakeholders identified potential economic and strategic benefits for the UK from such alignment, including reduced compliance friction for UK firms operating in EU markets, lower risk of cross-market regulatory divergence, and enhanced influence through participation in globally recognised standards processes. In this context, the Hub was seen as reinforcing the UK's credibility as a constructive actor in AI governance, particularly in discussions centred on standards-based approaches to trustworthy AI.

Source: Europe Economics stakeholder interviews.

Longer-term impacts on policy development

At present, monitoring evidence primarily demonstrates reach and convening activity. Over the longer term, policy-standards dialogue may contribute to greater convergence in standards-based governance approaches. Greater alignment across jurisdictions could, in turn, reduce information asymmetries and coordination costs for firms operating in multiple regulatory environments by clarifying and improving interoperability of compliance expectations.

Stakeholders identified several potential pathways through which the Hub may influence longer-term policy developments:

- Assurance, certification and implementation: As AI standards mature, some interviewees highlighted increasing demand for clarity on conformity assessment, certification, testing and performance metrics. The Hub was viewed as potentially well positioned to help bridge standards development with assurance frameworks and practical market implementation, although this role remains emerging and not yet clearly defined.
- From trustworthiness to quality and measurement: Some interviewees anticipated a gradual shift from broad "trustworthy AI" discussions toward more operational questions of quality measurement and benchmarking, including comparisons by consumers. Given its cross-sector position, the Hub could facilitate dialogue between standards bodies, testing organisations, policymakers and market actors to support more coordinated approaches in this area.

Taken together, while these developments remain prospective, stakeholder evidence suggests that the Hub's convening role may provide a foundation for deeper integration between standards development, regulatory practice and market implementation over time.

3.3.3 Key findings

Overall, the evidence indicates that the Hub has strengthened policy engagement by improving access to standards-related knowledge and facilitating cross-jurisdictional dialogue. Survey and interview findings highlight its role in convening policymakers, regulators and other stakeholders, supporting discussion on the role of standards in AI governance. The Hub was also seen as improving understanding of the standards–

[24] As the EU's horizontal AI regulation, the EU AI Act sets a risk-based framework for AI systems placed on the EU market or used in the EU. This includes prohibitions on certain uses, mandatory requirements for "high-risk" systems (e.g. governance, documentation, human oversight, robustness) and obligations for general-purpose AI models.

regulation interface and contributing to the UK's internationally recognised voice in AI standards discussions, although evidence of direct policy influence remains limited at this stage.

These findings suggest that the Hub's contribution is strongest in supporting upstream policy dialogue, with downstream impacts (such as regulatory alignment or application in practice) still emerging. Therefore, greater clarity around longer-term objectives and associated indicators (e.g. UK contributions to international standards processes or evidence of regulatory alignment) would help strengthen the articulation of its impact trajectory and support future evaluation.

3.4 Research and international engagement

The Hub also delivered a programme of research and international engagement aimed at strengthening connections with global research institutions and standards communities. Through collaborative research, participation in international forums and high-profile convening, these activities supported Phase 2 objectives related to international collaboration and the UK's role within the global AI standards ecosystem.

3.4.1 Key activities and outputs

Key activities and outputs during Phase 2 included:

- A flagship activity was the Global Summit held on 17–18 March 2025 in London and online, which convened stakeholders to discuss the role of standards in AI governance, emerging challenges and approaches to inclusive global AI standardisation.[25]
- The Hub was also selected as one of 50 projects (from 770 applicants across over 100 countries) to be exhibited at the AI Action Summit in Paris in February 2025. At the Summit, the Hub hosted a booth and co-hosted an official side event with partners including the OECD and UN Human Rights B-Tech, focused on standards, risk management and inclusive governance in AI standardisation.
- The AI Standards Forum for UK Regulators (run by the Alan Turing Institute on behalf of the Hub), providing UK regulators with a space for knowledge sharing, community and capacity building around the role of standards and related governance mechanisms for AI regulation. It has convened six times over the last year representing around 150 individuals and 50 regulatory bodies.[26]
- Phase 2 included a series of international academic and research engagement activities. The Alan Turing Institute organised online events in January and February 2025 on academic engagement with AI standardisation and implementing the EU AI Act (421 unique viewers), involving participants from universities, national institutes and industry across the UK, USA and Europe, and produced a draft "key takeaways" document to inform future collaboration. Additional online workshops and sessions engaged over 50 UK and EU participants and culminated in a report outlining future project ideas.[27]
- Hub Partners also undertook comparative international AI governance research. This included research on operationalising UK AI regulation principles, delivered through publicly available methodology materials, webinars, expert sessions and deep-dive analyses of safety, security, robustness and transparency standards. Further research focused on AI recruitment and worker management, resulting in a detailed report summarising workshop findings and setting out potential directions for future standards development.

3.4.2 Outcomes and emerging impacts

Engagement in international research and convening activities

[25] AI Standards Hub (2025). AI Standards Hub Global Summit 2025. Link
[26] Alan Turing Institute (2025). AI Standards Hub Evaluation – Hub Partner Consultation.
[27] Alan Turing Institute (2024). AI Standards Hub Evaluation – Hub Partner Consultation.

Stakeholder interviews indicate that events – particularly the Global Summit, as well as webinars and workshops – were the primary route of engagement for most participants, with all interviewees reporting participation in at least one event or webinar. The Summit was often cited as the most beneficial feature of the Hub (ahead of the database and webinars) and as a key driver of its external visibility and network-building. In addition, around half of the interviewees described it as an important mechanism for international reach and alignment. Additionally, survey evidence indicates that almost 60 per cent of respondents attended at least one international networking event organised by the Hub.[28]

International stakeholders reported specific influences on thinking and agenda-setting. For example, one research stakeholder noted that the Hub and the Summit informed policy discussions and contributed to the design of Korea's AI standardisation summit. Similarly, the OECD described a practical data-sharing and traffic-routing relationship that directs users to the Hub as a source of standards-related information.

As illustrated in the case study below, the Summit provides a clear example of the Hub functioning as a UK-hosted focal point for international standards networking and policy-research dialogue.

The 2025 Global Summit as a Focal Point for International Standards Networking

The AI Standards Hub Global Summit, held on 17–18 March 2025 in London and online, was the first event of its kind convened by the Hub. Designed as a hybrid gathering to maximise accessibility, it brought together policymakers, regulators, standards bodies, academics, industry representatives and civil society actors to examine the role of standards as practical tools for AI governance. The programme combined keynote addresses, expert panels and technical lightning sessions, creating space for both strategic reflection and detailed discussion.

The Summit was organised against a backdrop of accelerating AI deployment, increasing regulatory activity and a growing landscape of international standards initiatives. It aimed to provide a structured forum for cross-sector dialogue on how standards can support regulatory compliance, interoperability and responsible innovation. Discussions highlighted challenges in navigating the expanding standards landscape, disparities in expertise and resources across stakeholder groups, and the importance of embedding transparency, safety and human rights considerations within standards development. The hybrid format broadened participation, enabling contributions from geographically diverse stakeholders.

According to monitoring data from the Alan Turing Institute, the Summit attracted 228 in-person delegates and 52 speakers, alongside substantial online engagement (544 unique views on Day 1 and 316 on Day 2), with participants joining from the UK, USA, Europe, as well as Japan, India, Nigeria, Canada and Taiwan. Feedback was positive: 92 per cent of respondents reported that the event met their expectations, 98 per cent indicated they would attend again, and 88 per cent agreed that it covered a broad range of governance and standardisation topics. A large majority rated content quality, relevance and speaker diversity positively.

Networking outcomes were also reported. 88 per cent of respondents felt there were sufficient opportunities to connect with others, nearly three quarters expected to follow up on potential collaborations, and almost half identified new cross-border partnership opportunities. Stakeholder interviews further suggest that the Summit contributed to strengthening international relationships and reinforcing the Hub's visibility within global AI standards discussions.

Overall, the Global Summit provides an example of the Hub's convening role at scale, combining broad international participation with structured policy–standards dialogue. While longer-term impacts will depend on whether connections translate into sustained collaboration, the Summit delivered a high-profile platform for multistakeholder engagement and international exchange on AI standardisation.

[28] Please refer to Appendix 2, Figure A2.33.

Source: AI Standards Hub, AI Standards Hub Summit Feedback

Influence on international visibility and knowledge exchange

Stakeholder interviews characterised the Hub as having strong and growing international visibility, primarily associated with the Global Summit, webinars and co-organised international events. This is supported by survey evidence, with 77 per cent of respondents agreeing that the Hub helps the AI community have an internationally recognised voice and 81 per cent agreeing that it represents the UK internationally (see Figure 3.11 and Figure 3.12 above).

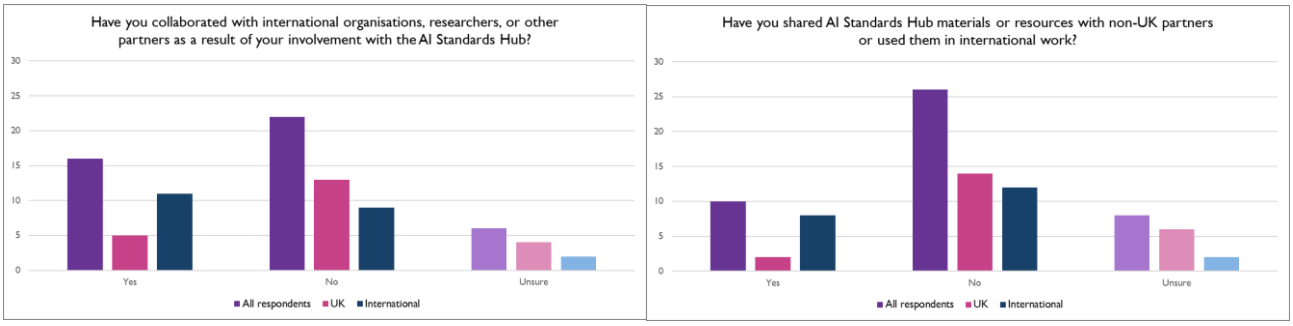
As discussed in the section above, interviewees noted that this visibility builds on the UK's established leadership in international standards networks (including through BSI), while contributing to wider international engagement and diffusion of standards-related knowledge.

Emerging impacts on international collaboration and partnerships

As Figure 3.13 illustrates, international survey respondents reported greater collaboration with overseas organisations, researchers and partners as a result of their engagement with the Hub, whereas this effect was less pronounced among UK-based respondents. At the same time, reported levels of international resource-sharing remain relatively modest, including among international users. This suggests that the Hub is contributing to strengthened international engagement, particularly outside the UK, but that the depth of collaboration remains at an early stage.

The more limited impacts observed to date are consistent with the longer time horizons typically associated with research collaboration and international engagement, where relationships and influence often develop gradually rather than immediately translating into tangible joint outputs.

Figure 3.13: International respondents indicated more collaboration outcomes and resource sharing



Source: Europe Economics, 2025-26 Hub user survey, questions 25 and 26. Sample size: 44.

3.4.3 Key findings

Overall, the evidence indicates that the Hub has strengthened international visibility and engagement in AI standards discussions. Events (particularly the Global AI Standards Summit, alongside webinars and workshops) were identified as the primary route of engagement, supporting cross-border dialogue and knowledge exchange. These activities have helped raise the Hub's profile and inform discussions among international stakeholders.

At the same time, impacts on sustained international collaboration remain at an early stage. While there is evidence of emerging partnerships and follow-on engagement, these have yet to translate into widespread formal collaboration. This suggests that the Hub's contribution is strongest in supporting visibility and exchange, with deeper collaboration likely to develop over time. Strengthening follow-up mechanisms (e.g. structured working groups or post-event engagement) and clarifying longer-term objectives and indicators for international collaboration could help convert early engagement into more sustained and measurable impacts.

3.5 Key limitations and evidence gaps

While the evidence base for the Phase 2 evaluation is generally robust, there remain some limitations relevant for the assessment of internationalisation impacts. Given the relatively recent inception of the AI Standards Hub and the nature of its objectives, many longer-term impacts (such as formalised cross-border collaborations, sustained standards adoption or measurable policy convergence) are likely to materialise beyond the timeframe covered by this evaluation. As a result, much of the available evidence relates to reach, participation and perceived value rather than structural change or directly measurable outcomes, including wider economic benefits such as reduced compliance costs, improved interoperability or enhanced investment confidence. Consequently, attribution of systemic changes in international standards alignment or policy influence to the Hub alone remains cautious at this stage.

In addition, partner reporting provides limited detail on the working-group and community-building activities undertaken during Phase 2, including the specific outputs generated and the extent of sustained engagement within these groups. Strengthening monitoring and documentation of working-group participation, outputs and downstream effects would improve future evaluation of the Hub's internationalisation impact.

3.6 Conclusions on impact of internationalisation

The evidence suggests that Phase 2 has made measurable progress towards its internationalisation objectives, particularly in expanding reach, strengthening coordination and enhancing the UK's visibility in global AI standards discussions. Through delivery of a refreshed and internationally accessible knowledge base, structured policy dialogue and high-profile convening activities, the Hub has expanded participation from stakeholders across multiple jurisdictions. Survey and interview evidence highlights strengthened learning and knowledge exchange, with over 60 per cent of interviewees reporting improved awareness and visibility, 91 per cent of survey respondents agreeing the Hub enhances understanding of how standards influence regulation, and over 60 per cent reporting time savings from access to a centralised resource. Monitoring data further indicates growing international usage and event participation. Survey findings also show that 77 per cent of respondents consider the Hub to support an internationally recognised voice for the AI community and 81 per cent agree that it represents the UK internationally, reinforcing its contribution to UK thought leadership.

The Hub has also supported stronger cross-border coordination and broader engagement by reducing fragmentation in AI standardisation and enabling more structured exchange between UK and international actors. Interview evidence indicates that over 80 per cent of interviewees highlighted its role in broadening participation and "bridging separate worlds," particularly through events and convening activities such as the Global AI Standards Summit. Survey evidence indicates that users identify events and webinars, alongside the standards, policy and research databases, as the Hub's most important features, with the Observatory providing the core infrastructure for accessible standards intelligence, while events and webinars serve as key mechanisms for active engagement, dialogue and network-building. Complementary learning and communication resources further support capability-building across diverse stakeholder groups.

In line with the Theory of Change, these activities and outputs have generated short-term outcomes in the form of increased awareness, improved understanding of the standards-regulation interface, strengthened international networks and enhanced visibility and emerging influence of UK thought leadership in AI standards discussions. While many longer-term impacts (such as deeper cross-border collaboration and wider adoption of standards) remain at an early stage and are likely to materialise over longer timeframes. The Hub's overall impact is therefore expected to strengthen as these longer-term effects crystallise. In this context, recommendations emphasise maintaining the Hub's core value drivers, strengthening follow-up mechanisms, and clarifying longer-term objectives and indicators to support the transition from engagement to sustained and measurable international impact.

4 Value for Money Assessment

This chapter presents our value for money assessment of Phase 2 of the AI Standards Hub. The analysis is conducted at an aggregate level, with indicative results provided across the four thematic areas identified by the Theory of Change.

First it assesses the inputs and costs associated with the Hub, followed by an analysis of the three categories of benefits (monetisable, ordinal/illustrative and qualitative) set out in our analytical framework. The chapter concludes by discussing key limitations and evidence gaps before presenting our overall conclusions on the Hub's value for money.

4.1 Inputs and costs

As noted in section 2.1.3 above, there are four broad categories of inputs to the Hub, namely government grant funding for the Hub, in-kind contributions from Hub Partners, users' time and participation in Hub-related activities, and the Hub's existing content, networks and resources.

Scope of assessment

The value for money assessment focuses on the first two categories (government grant funding and in-kind contributions from Hub Partners). The costs associated with users' time and participation are not included in the Phase 2 evaluation, given the practical challenges of measurement and attribution and because many associated benefits are expected to materialise beyond the period covered (i.e. after March 2025). In addition, the analysis does not include longer-term costs of sustaining Hub assets beyond the funded period, nor the separate and highly variable costs that users (e.g. businesses, regulators or standards bodies) may face when adopting or implementing standards and guidance. Finally, set-up costs relating to existing content, networks and resources were largely incurred during the pilot phase, prior to the start of Phase 2. While these costs can be excluded for the purposes of a programme-level financial review focusing on a specific time period, they should be considered in any future appraisal of longer-term costs and benefits.

Analysis of government grant funding and in-kind contributions from Hub Partners

Financial reporting data for the 2023/2024 and 2024/2025 financial years provide a useful picture of how the partners have managed their respective programme spend while collectively delivering the programme effectively. Overall spending is stable, but the underlying patterns differ across institutions, reflecting the distinct roles and responsibilities of each organisation. In addition, international activities account for a substantially larger share of programme expenditure than core activities (focusing on the Hub's objectives from the pilot phase), consistent with the Phase 2 emphasis on strengthening international engagement and collaboration in AI standardisation.

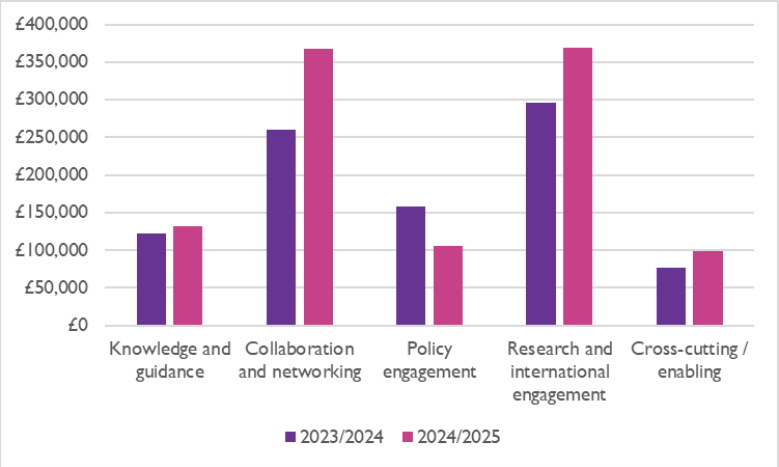
In 2023/2024 the Hub Partners spent £925,487 against a budget of £920,000 (funded by DSIT), resulting in an additional £5,487 covered by Hub partners. In 2024/2025, spending from the Hub Partners was £1,071,989 against a budget of £1,070,000, resulting in an an additional £1,989 covered by Hub partners.

4.1.1 Indicative assessment of inputs and costs across the four themes

The distribution of spend across the four themes and cross-cutting categories reflects the differing scale, purpose, and intensity of activity within each area of the Hub's programme. While some themes involve substantial outward-facing engagement and international coordination, others relate to more targeted policy or operational functions. Year-on-year changes also illustrate how programme demands evolved between

2023/2024 and 2024/2025, with certain areas expanding as delivery matured and external engagement accelerated.

Figure 4.1: Annual spend by Hub Partners by theme



Source: 2023/2024 & 2024/2025 performance report, Europe Economics analysis.

Research and international engagement had the largest spend in both years, with expenditure rising from £296,365 (32.4 per cent of the total spending in the financial year) in 2023/2024 to £368,415 (34.4 per cent) in 2024/2025, reflecting the expansion of activities such as international working groups, collaborative research, and wider engagement with global standards, academic and regulatory communities. The consistently high spend across the two years also highlights the substantial technical and evidence-generating responsibilities carried out by NPL and ATI, including analytical work, research outputs and coordination with international partners.

Collaboration and networking is the second largest area of spend, increasing significantly from £259,754 (28.4 per cent) in 2023/2024 to £367,706 (34.3 per cent) in 2024/2025. This increase is consistent with the greater emphasis on convening and external engagement, including stakeholder meetings, working groups, events, and coordination with partners and international counterparts. The increase in 2024/2025 indicates greater external-facing activity, with more complex and resource-intensive engagement requirements emerging in the second year.

Knowledge and guidance received a moderate but steady level of funding across the two years. Spend increases from £122,002 (13.3 per cent) in 2023/2024 to £132,467 (12.4 per cent) in 2024/2025, reflecting ongoing work to maintain and enhance the Hub's user-facing outputs, including guidance materials, training resources, Observatory updates, and website improvements. This stable investment reinforces the Hub's role in providing accessible and reliable information to UK stakeholders engaging with AI standards. In addition to funding, this theme also benefited from an in-kind contribution from BSI in the form of staff "benefit time" to maintain and update the Standards Observatory dataset.

Policy engagement accounts for a relatively small share of spend, decreasing from £158,675 (17.4 per cent) in 2023/2024 to £105,082 (9.8 per cent) in 2024/2025. This reduction likely reflects the completion of specific deliverables, refinement of policy priorities, or consolidation of engagement efforts around a smaller set of regulatory and governmental stakeholders. Given the targeted nature of policy workstreams, variations in spend are expected and typically reflect the timing of consultations, bilateral engagements, and regulatory coordination.

Cross-cutting / enabling activities remain essential to the Hub's internal operations, increasing from £77,246 (8.5 per cent) in 2023/2024 to £98,319 (9.2 per cent) in 2024/2025. These activities provide the foundations for effective programme delivery, including project management, governance, communications, financial

oversight, digital infrastructure, and partner coordination. Although they represent the smallest share of total expenditure, they underpin every theme by ensuring consistent planning, quality assurance, robust systems, and smooth administrative processes. The increase in 2024/2025 reflects the need for strengthened internal capacity as the Hub expands its activities.

4.2 Benefits

The available evidence indicates that the AI Standards Hub has delivered material benefits by improving efficiency, strengthening ecosystem coordination, and enhancing the UK's international influence in AI standardisation. These benefits operate at multiple levels, from immediate operational gains to longer-term strategic positioning.

Our evidence indicates that core AI standards development would have continued in the absence of the Hub through established international and national standards bodies. Therefore, the relevant counterfactual(s) to consider is a more fragmented, slower and less inclusive ecosystem. Interview evidence suggests that many of the benefits delivered by the Hub arise from reducing coordination costs, broadening participation and structuring international engagement.

- **Efficiency gains:** The Hub centralises AI standards information, events and expertise, reducing search costs, duplication and reliance on fragmented information sources. Stakeholders consistently valued having resources "in one place", particularly for organisations less familiar with standards processes. This aggregation function lowers barriers to entry and supports faster, better-informed decision-making.
  In the counterfactual described by interviewees, standards information would have remained dispersed across multiple bodies and jurisdictions. Stakeholders (including within government and regulatory communities) indicated they would have relied more heavily on bilateral channels and informal networks to track developments, increasing the time and effort required to stay informed. Several interviewees suggested this could also have raised the risk of parallel or overlapping initiatives. The Hub's efficiency gains should therefore be understood primarily as reductions in search and information frictions relative to a more dispersed information environment, with early indications of improved coordination through more structured exchange.
- **Ecosystem coordination:** By convening industry, regulators, standards bodies, civil society and academia, the Hub fosters dialogue across communities that historically operated in silos. This multi-stakeholder engagement supports shared understanding and more coherent standards development aligned with governance needs. While many effects are qualitative and longer-term, they strengthen coordination across the standards value chain.
  Without the Hub's structured convening model, engagement would likely have occurred through existing technical committees, commercial conferences or informal networks. Interviewees indicated that such channels would not necessarily have provided the same cross-sector mix or policy-technical bridging function. In particular, several participants felt that stakeholders e.g. from civil society and the Global South would have faced fewer accessible entry points into AI standardisation discussions, reinforcing an already technical and committee-driven ecosystem, emphasising the Hub's key role in broadening participation.
- **International influence and strategic positioning:** The Hub builds on the UK's established standards reputation to support international alignment in AI standardisation. Interviewees cited examples of promoting global standards (e.g. ISO/IEC) within EU discussions, helping reduce regulatory fragmentation and support interoperability. The Hub's visibility, training and resources also reinforce UK expertise internationally, contributing to reputational and strategic benefits that may yield longer-term economic and policy returns.
  In the absence of the Hub, international standards engagement would likely have continued through established institutional channels. However, interview evidence suggests that structured, cross-sector

convening (including flagship activities such as the Global AI Standards Summit) would have been weaker or less coordinated. The Hub's visibility, training and convening functions therefore appear to strengthen the coherence and accessibility of UK-linked international engagement, contributing to reputational and strategic benefits that may yield longer-term economic and policy benefits.

In the sections below, we assess the benefits associated with the AI Standards Hub through the lenses of our analytical framework (outlined in section 2.1.3 above), capturing monetisable, ordinal/illustrative and qualitative benefits.

4.2.1 Monetisable benefits

This section summarises the Hub's near-term benefits that can be expressed in monetary terms. These estimates provide indicative proxies for two core benefit mechanisms linked to the Hub's activities and emerging impacts:

- Perceived value of access to the Hub's resources and services (captured through willingness-to-pay), reflecting the value users place on the Hub as a bundled platform for standards information, learning and engagement.
- Productivity gains from reduced search, navigation and interpretation effort (captured through time savings), reflecting the Hub's role in lowering information frictions and supporting more efficient engagement with standards and related guidance.

Taken together, the two approaches offer complementary quantitative perspectives on the economic value generated through the Hub's knowledge aggregation, guidance and convening functions. In each case, the analysis reports a core range alongside sensitivity tests to show how results vary under alternative treatments of the response distribution.

For full methodological detail, assumptions and detailed results, please refer to Appendix 1.

Willingness-to-pay: proxy for perceived access value

The willingness-to-pay (WTP) estimates capture the value users attribute to accessing the Hub as a structured, integrated platform for AI standards engagement. This includes access to the Standards Observatory databases, as well as training provision, events and related materials. Conceptually, this measure proxies the economic value users associate with improved access to curated information, coordination support and knowledge-sharing infrastructure.

At the per-user level, the monthly willingness to pay is estimated at £16.3 for full Hub access and £15.4 for Observatory-only access. Scaled over the two-year evaluation period, this corresponds to per-user values of £390 for the full Hub and £369 for the Observatory-only offer. When applied to the estimated range of active users, aggregate monetised benefits over two years are estimated at[29]:

- **£139k-361k** for full Hub access, with a central estimate of **£250k**
- **£131k-341k** for Observatory-only access, with a central estimate of **£236k**

The broadly similar estimates for full-Hub and Observatory-only access indicate that the Standards Observatory databases constitute a core component of perceived value. The wider Hub offer does not generate materially higher aggregate WTP, suggesting that additional elements such as training and events are valued heterogeneously across users rather than systematically increasing stated willingness to pay. Differences between the ranges should therefore be interpreted cautiously and not as a definitive ranking of perceived value of different Hub features.

[29] Sensitivity analysis produces estimates within a consistent range, indicating that the results are not driven by extreme responses or a single set of assumptions (see Appendix 1: Approach to Value for Money Assessment).

Importantly, WTP measures stated willingness to pay rather than the full economic value generated. In the context of the Hub as a publicly funded initiative, responses may be shaped by norms around public provision, expectations of free access or organisational budget constraints.[30] The estimates should therefore be interpreted as a proxy for perceived access value and not as a precise measure of the Hub's impact.

Time savings

The time-saving estimates capture a direct mechanism through which the Hub generates value: reducing the time required to locate, interpret and stay up to date with AI standards and related guidance. In fragmented standards ecosystems, information is often dispersed across multiple bodies, documents and jurisdictions. By aggregating and curating standards information in a single, structured environment, the Hub reduces the effort required to identify relevant materials and understand how they relate to each other.

In addition to consolidation, the Hub provides contextualisation and navigation support, e.g. through searchable databases, explanatory materials and structured categorisation. This lowers search time, cognitive and coordination costs associated with interpreting standards and assessing their relevance to specific use cases. For users engaged in policy development, governance, technical assurance or implementation, these efficiencies translate into measurable reductions in routine information-gathering and interpretation tasks.

At the per-user level, the central estimate of productivity gains from time saved is £121.44 per month, equivalent to £2,914.55 over the two-year evaluation period. This is based on anestimate of 4.63 hours saved per month,. Since the survey asks respondents how much time the Hub saves them compared with how they would obtain equivalent information and materials if the Hub did not exist, this should be interpreted as a net time-saving benefit rather than gross time associated with using the Hub itself.

When applied to the estimated number of active users, aggregate productivity-related benefits over two years are estimated at **£1.04m-£2.7m**, with a central estimate of **£1.87m**.

These figures reflect productivity gains: even modest reductions in monthly search and navigation time accumulate over time, particularly for users engaged in standards interpretation, governance, assurance or related policy and technical functions.[31]

Interpreting monetised estimates

The time-saving estimates are materially higher than the willingness-to-pay estimates. This divergence is expected and reflects the different dimensions of value being captured. The two approaches are not alternative measures of the same concept, but complementary proxies for distinct benefit mechanisms within the Hub's theory of change.

- Willingness-to-pay (WTP) reflects users' stated valuation of access to the Hub as an integrated platform for standards information and engagement. As a publicly funded initiative, stated WTP may be shaped by expectations around public provision or organisational budget constraints. It therefore provides a conservative, demand-side estimate of perceived access value.
- Time savings monetise a specific operational mechanism: reduced search, coordination and interpretation effort. By lowering information frictions within the AI standards ecosystem, the Hub enables users to reallocate time to higher-value activities. When these efficiency gains are scaled across active users and accumulated over time, they produce materially larger aggregate estimates.

[30] Respondents reporting £0 willingness to pay were asked a follow-up question to distinguish underlying motivations. We differentiate between "true zeros" (indicating lack of use or perceived value) and constrained or policy-related responses (e.g. preference for public funding, budget/procurement limitations or existing access elsewhere).

[31] The sensitivity analysis produces estimates within a consistent and plausible range, reflecting alternative treatments of the time-saving distribution and variation in the value of time (see Appendix 1: Approach to Value for Money Assessment).

Taken together, the two approaches bound the likely scale of monetisable benefits. WTP anchors the analysis in stated user valuation, while the time-saving method captures productivity effects arising directly from the Hub's aggregation and navigation functions.

4.2.2 Ordinal/illustrative benefits

These benefits reflect improvements observable in survey and engagement data, such as increased understanding, collaboration outcomes or policy participation, that indicate direction and magnitude but are not suitable for direct valuation within the two-year period.

Awareness and familiarity

Survey evidence indicates a clear uplift in familiarity across all dimensions of AI standards knowledge following engagement with the Hub. The strongest improvements relate to procedural knowledge (i.e. understanding how standards are developed and how to engage in standards-setting and policy processes)[32] suggesting reduced participation barriers and lower "entry costs" into the ecosystem.

Interviewees corroborate this finding, describing the Hub as an aggregation and navigation tool in a crowded standards ecosystem. Benefits vary by starting point: experienced users value surfacing fast-moving developments, while newer or non-technical audiences (e.g. from civil society or the private sector) benefit from accessible explanations and inclusive briefing materials.

Impact on standards adoption

Survey responses indicate high value in accessing up-to-date guidance and understanding governance linkages, while direct application of standards in practice is comparatively weaker. Only a minority (23 per cent of respondents) report adopting standards directly due to Hub guidance, with many "unsure" responses (34 per cent of respondents).[33] This suggests that influence is often indirect, shaping framing and decision-making rather than acting as a single identifiable trigger for adoption of AI standards. Interviews reinforce this interpretation: adoption depends on organisational readiness, assurance capability and internal governance structures. The Hub's primary contribution is improving discovery, legitimacy and alignment rather than directly driving implementation.

Training cost savings

Survey evidence indicates that the Hub's training and learning resources are both used and valued, particularly by organisations at earlier stages of standards maturity. While the Hub does not replace formal certification or accredited training, comparable alternatives are often priced at non-trivial levels. For example, BSI's ISO/IEC 42001 implementation training is listed at approximately US$1,970 for a two-day course[34], and TÜV SÜD lists ISO/IEC 42001 lead auditor training from around US$2,750.[35] Executive-level AI programmes from major institutions (e.g. MIT Sloan Executive Education's online AI course) are priced at a premium.[36]

These price points illustrate that AI governance and standards capability has clear commercial value. In this context, the Hub's freely accessible guidance and training materials represent meaningful non-monetised capability benefits, particularly for organisations without internal standards expertise or dedicated training

[32] Please refer to Appendix 2, contrasting Figure A2.2 and Figure A2.3 (before engagement with the Hub) with Figure A2.7 and Figure A2.8 (after engagement with the Hub).

[33] Please refer to Appendix 2, **Question 12:** Have you or your organisation adopted AI standards based on guidance from the AI Standards Hub as part of AI development or adoption activities?

Figure A2.24Figure A2.24.

[34] ISO/IEC 42001:2023 Implementation Training Course [online]

[35] Auditor/Lead Auditor Training on Artificial Intelligence Management System (AIMS) based on ISO/IEC 42001:2023 [online]

[36] Artificial Intelligence: Implications for Business Strategy [online]

budgets. The evidence suggests that the Hub's comparative advantage lies less in substituting for paid certification and more in improving accessibility and contextual understanding, helping users interpret standards, navigate training options and build foundational competence in AI governance.

Event participation and impact on networking

Events and webinars are among the most-used and most-valued elements of the Hub. Most respondents attend one or two sessions, with international users particularly well represented – among different events on average 40 per cent of respondents attender one or two session, 47 per cent among international respondents.[37]

Survey evidence indicates that events are highly effective for learning and knowledge exchange.[38] Their impact on networking and visibility, however, is more mixed.[39] This divergence helps explain how value is created: Hub events reliably perform a "public good" function of knowledge diffusion, but collaboration benefits are less automatic. Interviews describe events as the "conversion point" from awareness to relationships, with value often materialising through follow-up conversations rather than during formal sessions.

Taken together, evidence indicates that while events reliably support learning, converting this learning into sustained collaboration typically requires additional facilitation mechanisms.

The case study below sets out and illustrates the range and potential magnitude of benefits associated with the Global AI Standards Summit.

Convening value of the Global AI Standards Summit

Survey evidence consistently identifies events and webinars as among the most-used and most-valued components of the Hub's offer. This is important for interpreting the Summit's contribution: convening is not a peripheral activity but a central value mechanism alongside the Observatory. Users therefore identify the Summit as a high value (learning, networking and good-practice exchange), rather than a standalone intervention.

Interview evidence provides further insight into how the Summit generated benefits beyond knowledge diffusion:

- Breadth and international mix (convening premium): Interviewees emphasised the range of stakeholders present and the value of cross-country and cross-sector interaction. The ability to bring diverse actors "into the same room" was viewed as difficult to replicate through routine bilateral engagement.
- High perceived relevance and learning intensity: The Summit was characterised as highly useful, with strong thematic relevance and substantive learning, consistent with survey findings that events perform particularly strongly for knowledge exchange.
- Demonstration and spillover effects: Interviews suggest that Summit discussions informed policy thinking and influenced the design of similar standards-focused convenings in other regions, including the Global South, indicating potential diffusion beyond direct UK stakeholders.
- Network formation with realistic time-to-impact: The Summit enabled connections and follow-up engagement, including with international organisations. However, many outcomes were early-stage and relationship-based, consistent with collaboration requiring longer lead times than knowledge gains.

Illustrative market comparators

[37] Please refer to Appendix 2, Figure A2.32-Figure A2.36.
[38] Please refer to Appendix 2, Figure A2.40 and Figure A2.41.
[39] Please refer to Appendix 2, Please rate from 1 (Not at all effective) to 5 (Very effective).

Figure A2.39 and Figure A2.42.

To contextualise the Summit's convening value, comparable commercial AI events command substantial ticket prices. For example:

- AI Summit UK advertises ticket prices of £319–£649 and reports over 500 attendees for the previous year. Applying this range illustratively implies a ticket-value range of approximately £0.16m–£0.32m.[40]
- The AI Summit London reports more than 4,000 attendees. London Tech Week advertises launch ticket prices ranging from £25 to £1,399. Applying this range illustratively implies a ticket-value range of approximately £0.10m–£5.60m, with revenues depending on ticket mix.[41]

These comparisons are not direct valuations of the Hub's Summit but provide a benchmark for the commercial market value associated with large-scale AI convening. Against this backdrop, the Summit represents a material convening intervention delivered within a publicly funded model, with benefits accruing through learning, international engagement and network formation.

Collaboration outcomes

The most commonly reported outcomes are new professional relationships (indicated by 20 per cent of survey respondents) and stronger engagement with the standardisation ecosystem (e.g. standards bodies) (19 per cent). Fewer respondents report collaboration with international organisations (11 per cent), engagement with regulators (11 per cent) or contributions to joint projects (6 per cent), with funding or contract-related outcomes as least frequent (around 1 per cent of respondents). A substantial share report no collaboration outcomes yet (28 per cent).[42]

This pattern is consistent with a time-to-impact dynamic: collaboration typically requires repeated interactions and longer lead times than more immediate knowledge gains. The presence of "no collaboration outcomes yet" should therefore not be interpreted as absence of value at this stage, but rather as evidence that the Hub is contributing to establishing connections, ecosystem engagement and increased visibility underpinning longer-term collaborations. International respondents report more frequent collaborations which suggests that the Hub's bridging role may be particularly valuable for those with fewer existing entry points into UK-linked networks.

Interviews participants referenced specific international connections and follow-on work attributed to Hub convening, including joint outputs in some cases. However, many described these as early-stage outcomes: ongoing conversations and relationship-building that may translate into formal collaboration over longer timeframes. Interview evidence also suggests that, in the absence of the Hub, cross-community interaction would have been more limited and more reliant on pre-existing networks. The Hub's role is therefore best characterised as enabling and accelerating engagement rather than directly causing formal partnerships. Core standards development would likely have progressed regardless; however, the breadth of interaction and inclusiveness of participation appear materially enhanced by the Hub's presence.

Perceived policy voice and understanding

Survey results show strong agreement that the Hub improves understanding of how standards relate to regulation and AI governance.[43] This translation function is particularly valuable in a policy environment where standards increasingly operationalise regulatory requirements.[44]

[40] AI Summit UK (online)
[41] The AI Summit London 2026 (online)
[42] Please refer to Appendix 2, Figure A2.43.
[43] Please refer to Appendix 2, Figure A2.44 - Figure A2.50.
[44] Please refer to Appendix 2, Figure A2.47 and Figure A2.50.

Perceptions of international voice and influence are also positive, though often more uncertain.[45] This is not surprising: respondents can typically directly observe improvements in their own understanding, however tend to have less visibility of influence through policy and standards processes. Interviews reinforce the Hub's value for policy users, particularly in aggregating and comparing developments across standards bodies to help interpret a complex ecosystem. At the same time, perceptions of "voice" appear to depend on institutional proximity to formal decision-making, with authority often still associated with government departments, even where the Hub is regarded as credible and well-connected.

Use of Hub outputs in policy work

Survey evidence indicates that respondents (particularly international users) have used Hub materials in cross-border work or shared them with non-UK partners.[46] International respondents report higher rates of collaboration and reuse in international contexts than UK respondents – 50 per cent (international) vs 23 per cent (UK-based) indicated international collaboration and 36 per cent (international) vs 9 per cent (UK-based) indicated resource sharing.

Interviews point to institutional reuse channels, including integration of Hub AI standards data into OECD-facing tools[47] and reciprocal signposting arrangements. This indicates that the Hub's influence may extend beyond individual users, operating through embedded institutional linkages that enable its materials to shape policy discussions indirectly.

International collaboration outcomes

Respondents report some collaboration with international organisations as a result of Hub participation, though this is not yet widespread.[48] Many indicate no collaboration or are unsure – 27 per cent indicated no collaboration outcomes yet. This pattern suggests a developmental trajectory: international collaboration is resource-intensive and typically requires sustained engagement. The Hub appears to be laying the foundations for such outcomes through network formation, shared understanding and improved signposting, with conversion into formal partnerships likely to accumulate over longer timeframes.

Sharing resources with non-UK partners

Survey responses indicate that Hub materials are being shared with non-UK partners and used in international work, especially by international respondents.[49] This demonstrates cross-border diffusion of resources and reinforces the Hub's international knowledge function. However, diffusion is uneven, suggesting potential to further systematise international engagement mechanisms.

Perceived international role of the UK in AI standards

Respondents generally agree that the Hub contributes to an internationally recognised voice and represents the UK in AI standards and governance.[50] While uncertainty remains among some respondents, interview evidence suggests that the Hub draws on and reinforces the UK's established standards reputation and supports alignment with global standards processes. These benefits are primarily strategic and reputational in nature, with potential longer-term economic and policy implications through improved interoperability and reduced regulatory fragmentation.

[45] Please refer to Appendix 2, Figure A2.45 and Figure A2.46.
[46] Please refer to Appendix 2, Figure A2.51 and Figure A2.52.
[47] OECD (2024): "AI Standards Hub makes its AI standards available on the OECD Catalogue of Tools and Metrics for Trustworthy AI" [online]
[48] Please refer to Appendix 2, Figure A2.43.
[49] Please refer to Appendix 2, Figure A2.52.
[50] Please refer to Appendix 2, Figure A2.44 - Figure A2.46.

4.2.3 Qualitative benefits

These benefits cover strategic or ecosystem-level effects, including confidence building, international visibility and reputational gains, evidenced through interviews, free-text responses and selected external sources.

One-stop-shop improving efficiency and reducing friction. Stakeholders describe the Hub as a consolidated, curated entry point that makes AI standards activity more visible and accessible, lowering the "entry barrier" for those unfamiliar with standards processes and reducing reliance on fragmented sources. It supports awareness-raising without users needing to actively search across multiple websites and channels. In a counterfactual scenario without the Hub, several interviewees anticipated greater duplication of effort, heavier reliance on informal contacts and slower dissemination of developments across communities, reinforcing the Hub's qualitative value.

Knowledge translation and capability building. The Hub is valued for translating technical standardisation work into more accessible formats and enabling teaching/learning that would otherwise be difficult in a fast-evolving field. Training and associated workshops are reported to fill knowledge gaps and improve understanding of how standards relate to governance, risk management and compliance, especially for business-facing or governance roles (not only technical AI specialists).

Supporting more informed engagement with standards, with limits on deeper participation. Users report increased confidence and awareness, supporting more informed engagement with standards discussions. However, earlier drafting stages and committee processes remain complex and less transparent. The benefit is therefore strongest in awareness and preparedness rather than direct standard-setting participation.

Bridging historically separate communities. A recurring qualitative benefit is the Hub's ability to convene AI developers, standards institutions, policymakers and civil society actors who have traditionally operated in silos. This horizontal bridging supports shared understanding and trust-building.

Inclusive engagement, including 'non-traditional' stakeholders. The Hub has supported engagement from non-traditional stakeholders (e.g. civil society, under-represented actors) in standards discussions. While technical contributions may be mixed, this broader participation enhances legitimacy and inclusiveness.

Community-building with realistic limits on relationship depth. Events (including the Summit) facilitate networking across different types of stakeholders (e.g. industry, civil society, standards experts, multilateral organisations, etc.), strengthening professional reach and visibility, particularly for smaller actors. However, evidence suggests spillovers into concrete joint projects can be limited and underexplored: networking is clearer than attributable project outcomes and consultation mechanisms (including forums) have further potential to deepen collaboration.

Improving policy literacy and confidence to engage. By clarifying how standards interact with regulation, the Hub supports more credible participation in policy and governance discussions. This benefit is cumulative and qualitative, reflected in improved confidence rather than immediate regulatory change.

Leveraging UK standards credibility internationally. International stakeholders emphasise that the UK's expertise and long-standing experience in standardisation enhances the Hub's legitimacy. The Hub is seen as distinctive in combining AI governance and technical standards focus and, in some cases, as a model for replication.

Supporting international alignment and interoperability. A key qualitative benefit is supporting alignment between international standards (e.g., ISO/IEC) and EU-facing requirements, reducing risks of fragmented standards. Drawing on the UK's strength and reputation in standardisation, the Hub supports globally interoperable standards within international discussions (e.g. regarding the EU AI Act), with potential longer-term economic and strategic benefits as these standards underpin regulation and market access.

Agenda-setting and convening power. The Global AI Standards Summit and related engagements are viewed as strengthening UK visibility and fostering cross-border relationships. Benefits are partly realised through immediate networking and partly through longer-term influence on standards alignment.

4.2.4 Indicative assessment of benefits across the four themes

Table 4.1 below provides an indicative mapping of the benefits discussed above across the four themes included in the Theory of Change (knowledge and guidance, collaboration and networking, policy engagement, and research and international engagement).

Table 4.1: Indicative mapping of benefits across the four themes

Theme	Monetisable benefits	Ordinal / illustrative benefits	Qualitative benefits
Knowledge and guidance	• Value of Hub resources raising awareness and increasing knowledge • Time and cost savings	• Impact on awareness and familiarity • Impact on standards adoption • Training cost savings	• Training and capacity building • Access to information and improved understanding
Collaboration and networking	• Value of convening and community	• Event participation and impact on networking • Collaboration outcomes	• Community building • Depth of collaborative and working group relationships • Opportunities and visibility for specific stakeholder groups
Policy engagement	N/A*	• Perceived policy voice and understanding • Use of Hub outputs in policy work	• Support and influence around policy processes • Engagement with regulators and standards bodies
Research and international engagement	N/A*	• International collaboration outcomes • Sharing resources with non-UK partners • Perceived international role of the UK in AI standards	• UK visibility and positioning • International partnerships and alignment

*Note: Our assessment did not identify any specific monetisable benefits within the Phase 2 timeframe for the policy engagement, and research and international engagement themes.

4.3 Key limitations and evidence gaps

The value for money assessment is subject to several important limitations. First, attribution remains inherently challenging in a complex and evolving policy ecosystem. Core AI standards development would have continued through established national and international bodies in the absence of the Hub. The assessment therefore adopts a contribution-based approach, drawing on interview and survey evidence to infer how the Hub has shaped coordination, participation and engagement relative to a more fragmented counterfactual. However, isolating the Hub's specific marginal impact from wider developments in AI governance, regulatory reform and international standards activity is not possible with precision. As a result, quantified benefits should be interpreted as indicative estimates of perceived value and potential efficiency gains rather than measures of net additional impact.

Second, the quantification of benefits is necessarily partial and time-bound. Monetised estimates focus on near-term, user-level efficiency effects within the two-year evaluation period, reflecting the relatively recent inception of the AI Standards Hub. Many anticipated benefits (e.g. sustained international influence, shifts in

standards practice, enhanced interoperability, wider economic or innovation impacts, etc.) are likely to materialise over longer time horizons. These effects are therefore assessed qualitatively as emerging impacts and plausible longer-term pathways. As the assessment does not model longer-term or spillover effects, the strategic and system-level value may be underrepresented in the quantified results.

Third, the evidence base draws heavily on self-reported survey data and qualitative interviews, introducing potential response bias and uncertainty. While these risks are mitigated through triangulation across multiple sources, some elements (e.g. reported time savings and willingness-to-pay estimates) are sensitive to assumptions regarding user engagement levels and attribution. In addition, outcomes such as standards adoption, joint projects or funding collaborations often depend on factors beyond the Hub's direct control. These limitations and evidence gaps highlight areas where future monitoring and longer-term evaluation would provide a more complete assessment of sustained value for money.

4.4 Conclusions on value for money assessment

Phase 2 of the AI Standards Hub has delivered material benefits (with estimated productivity-related benefits of around £1.04-2.7m over the two-year evaluation period, see section 4.2.1) relative to its cost base (around £2m over the same period, see section 4.1). Willingness to pay estimates suggest that the Observatory-only offer is valued within a similar range to the full Hub offer, indicating that the Observatory accounts for a substantial share of users' perceived value and represents a key value driver.

In addition, the Hub generates wider strategic benefits that extend beyond quantified impacts and are expected to materialise over longer timeframes. Compared to a counterfactual of a more fragmented and slower ecosystem, evidence indicates that the Hub has reduced coordination costs, broadened participation and structured international engagement in AI standardisation. The Hub's overall value for money is likely to increase as long-term benefits not yet materialised start to crystallise over time, although the scale of longer-term returns remains inherently uncertain.

Survey and interview findings consistently identify events, webinars (including the Global AI Standards Summit) and the Observatory as the Hub's strongest value drivers. The databases provide high-frequency, time-saving infrastructure that improves confidence and reduces search costs, while convening activities translate awareness into learning, legitimacy and professional connections. Training plays a targeted capability-building role, particularly for users earlier in their standards maturity. Forums and collaboration tools appear less central overall, suggesting that sustained collaboration depends more on facilitation and organisational readiness than on platform availability alone.

Quantified evidence demonstrates meaningful productivity gains from reduced search and navigation costs, alongside more modest but positive stated willingness to pay for access to the Hub's resources.[51] These monetised benefits capture near-term efficiency effects, while longer-term strategic benefits (e.g. ecosystem coordination and international positioning) are evidenced qualitatively. Although some users incur indirect participation costs, available evidence suggests these are modest[52] relative to potential efficiency gains. Maintaining the quality and usability of core resources — particularly the Observatory — and strengthening mechanisms that convert engagement into sustained collaboration will be important to maximise future value.

[51] The two approaches should be interpreted as complementary rather than additive: time savings capture operational efficiency gains, while willingness to pay reflects users' stated valuation of access to the Hub as a publicly funded resource.

[52] Survey evidence indicates direct financial costs of around £400 per person/organisation per year associated with participation in Hub-related activities. Source: Europe Economics Hub user survey, question 21.

5 Recommendations

This chapter sets out our recommendations for the future delivery of the AI Standards Hub and for the monitoring and evaluation of its impacts, drawing on the survey, interview and performance evidence presented in the previous chapters.

5.1 Recommendations on the delivery of the AI Standards Hub

Consolidate and prioritise core value drivers

Survey and interview evidence consistently identifies the Standards Observatory (databases) and events (including the Global AI Standards Summit) as the Hub's strongest value drivers. Maintaining the up-to-date-ness, authority and usability of the Observatory, alongside high-quality convening that converts awareness into learning and relationships, should remain a central priority.

Training provision could be refreshed and upgraded to reflect fast-moving regulatory developments, including the EU AI Act and international risk management frameworks. Developing more advanced or sector-specific modules may strengthen the Hub's role in capability uplift.

Given the strong feedback on the Global Summit, consideration could be given to institutionalising it as a recurring flagship event, supported by structured follow-up mechanisms (e.g. thematic roundtables or working groups) to convert convening into sustained collaboration.

Stakeholder consultation could also inform potential targeted extensions, such as a comparative standards and regulatory tracker as proposed by some stakeholders. This would strengthen the Hub's "translation" function for internationally operating organisations.

Increase facilitation of collaboration and community tools

Forums and collaboration tools appear less central in aggregate results. This does not necessarily imply limited value, but rather suggests that collaboration outcomes require active facilitation. Introducing structured thematic working groups, moderated exchanges, or formalised post-event follow-up mechanisms could increase the conversion of networking into sustained collaboration.

Addressing technical and usability issues (particularly with forums) and improving connectivity between the Observatory, events, training and discussion spaces would help create a more integrated user journey.

Clarify downstream ambitions and longer-term objectives

The evaluation indicates that the Hub performs most strongly at the upstream and midstream stages of the value chain (increasing awareness, capability-building and engagement). If downstream outcomes (such as standards adoption, collaboration and joint projects) are strategic priorities, additional targeted support may be required. This could include clearer signposting to implementation pathways or stronger linkage to assurance and conformity assessment discussions.

In parallel, articulating longer-term objectives and associated indicators (e.g. UK contributions to international standards processes, international uptake of Hub resources, or evidence of regulatory alignment) would strengthen clarity around the Hub's intended trajectory and impact narrative.

5.2 Recommendations on monitoring and evaluating the impacts of the AI Standards Hub

Strengthen tracking of engagement depth

Current monitoring captures reach and participation effectively but less consistently tracks engagement depth and continuity (e.g. repeat participation, progression from events to collaboration). Introducing light-touch indicators of engagement trajectories (e.g. cohort tracking or repeat attendance metrics) would strengthen future assessments.

Improve documentation and visibility of collaboration and working-group outputs

Interview evidence points to emerging collaboration and relationship-building, including examples of follow-on engagement. However, systematic documentation of working-group outputs and longer-term impacts remains limited. In particular, available monitoring data provide relatively little detail on the specific outputs generated through working groups (e.g. joint publications, consultation responses, policy inputs, sustained bilateral exchanges) or the extent to which post-event interactions translate into ongoing collaboration. This limits the ability of the evaluation to evidence downstream outcomes and to assess the depth and durability of engagement.

Introducing a light-touch tracking mechanism for follow-on collaborations (e.g. systematic recording of joint outputs, formal partnerships, repeat participation in thematic groups or structured post-event engagement) would strengthen future attribution analysis and make collaborative impacts more visible. More granular monitoring of event participation, beyond headline attendance figures, would also improve understanding of how convening contributes to sustained networking and ecosystem development over time.

Consider follow-up assessment including longer-term impacts

Given the Hub's relatively recent inception and the strategic nature of its objectives, many anticipated impacts (e.g. around international influence, standards alignment and ecosystem development) are likely to materialise beyond the current evaluation period. While Phase 2 evidence demonstrates progress in awareness and engagement, downstream outcomes such as sustained collaboration or standards adoption require longer timeframes to become observable.

A light-touch longitudinal follow-up (e.g. three to five years from inception) would help assess whether early engagement has translated into more durable impacts. Future evaluations could also incorporate more structured counterfactual questioning and triangulation with external developments to strengthen contribution analysis, recognising the inherent complexity of attribution in this policy area.

Appendix 1: Approach to Value for Money Assessment

In this appendix we provide further methodological detail on the value for money assessment.

Costs

To assess the inputs and costs associated with Phase 2 activities, we conducted a mapping exercise to create a transparent link between partner-funded activities and the four Theory of Change themes (knowledge and guidance; collaboration and networking; policy engagement; research and international engagement). The mapping was undertaken by reviewing each activity description and assigning it to the theme that best reflected its primary purpose within the Hub's delivery model.

Activities focused on maintaining user-facing resources – such as website content, Standards Observatory data, and eLearning materials – were assigned to knowledge and guidance. Engagement- and convening-oriented activities were allocated to collaboration and networking. Work relating to research, comparative analysis and international technical engagement was mapped to research and international engagement. Activities involving regulatory liaison or policy-focused bilateral work were categorised under policy engagement. Programme-wide management, governance and internal systems were mapped to a separate cross-cutting / enabling category.

Where activities served multiple functional purposes, a proportional allocation was applied to avoid artificially concentrating costs within a single theme. For example, Ref 11 (AI Standards Hub international engagement and networking events) supports both stakeholder collaboration and international research engagement; costs were therefore split 50:50 between collaboration and networking and research and international engagement. This approach provides a more balanced representation of activities that contribute across themes.

All costs are presented on a financial-year basis, using Hub partner-reported spending for 2023/24 and 2024/25. No reallocation has been made across years, and the mapping is intended to align with the delivery profile of each activity as reported. This approach provides a transparent link between activity-level spending and the themes used for the evaluation. The table below sets out the mapping applied to each activity and corresponding theme.

Theme	Reference	Activity description
Knowledge and guidance	Ref 1	Website maintenance, comms and marketing coordination
	Ref 2	Maintain Standards Observatory data
	Ref 8	Trustworthy AI eLearning
	Ref 13	Sharing of standards data with partners/third parties
Collaboration and networking	Ref 4	Working groups for internationalising the Hub
	Ref 11 (50%)	International engagement & networking events
	Ref 15	International civil society forum on AI standardisation
Policy engagement	Ref 9	UK–US Collaboration: Risk Management Framework
	Ref 16	International engagement with regulators
Research and international engagement	Ref 7 (all)	Horizontal internationalisation work
	Ref 10	Trustworthy AI evaluation testbed
	Ref 11 (50%)	International engagement & networking events
	Ref 14	International engagement with academic organisations
	Ref 17	Research on AI thematics and interoperable governance
Cross-cutting / enabling	Ref 3	Support to core and partner-driven work
	Ref 12	Project management, governance, comms, and website coordination

Benefits

This section sets out our approach to assessing the benefits associated with the AI Standards Hub.

Monetisable benefits

Our approach to quantifying near-term benefits draws on self-reported time/cost savings from the user survey and willingness-to-pay (WTP) estimates as proxies where direct benefits are less observable.

Methodological approach

Willingness-to-pay estimates

To estimate the monetary value of the AI Standards Hub, we use direct evidence from the survey's willingness-to-pay (WTP) questions. Respondents were asked to state the maximum monthly amount they (or their organisation) would be willing to pay for equivalent access to: (i) the full Hub offer (including databases, training, events, forums and newsletters), and (ii) the AI Observatory databases only. Responses were provided using payment bands rather than exact amounts.

A follow-up question was asked of respondents selecting £0, to distinguish between those reporting genuinely low perceived value and those citing public provision preferences, organisational budget constraints, or procurement limitations. This distinction is important, as a £0 response does not necessarily imply zero economic value.

As responses to Q14 and Q15 are provided in payment bands rather than precise amounts, these ranges must first be converted into usable monetary values. We do this by assigning each band its midpoint (for

example, £11–£25 is treated as £18) and calculating a weighted average based on the distribution of responses.[53]

A key methodological consideration concerns both the data cleaning process and the treatment of £0 willingness-to-pay (WTP) responses.

As part of data cleaning, responses were reviewed for internal consistency and plausibility. One response reporting a WTP above £250 was treated as a data error and excluded from all analysis. In addition, one response indicating a higher willingness to pay for Observatory-only access than for the full Hub offer was adjusted for consistency, as this is likely to reflect a misinterpretation of the question rather than a genuine preference ordering.

Following data cleaning, a distinction was made between "true" and "non-true" £0 WTP responses. Respondents who selected £0 due to funding preferences or budget constraints (i.e. non-true zero valuations) are excluded from the calculation as these responses do not reflect a genuine zero valuation of the resources. To identify these cases, responses to Q14/Q15 were reviewed alongside the follow-up question on the reason for selecting £0.

- Respondents were treated as "true zeros" only where they indicated that they or their organisation would not use the Hub or considered it to provide no value.
- One "other" response stating that the site had no support and poor e-learning modules was also treated as a true zero.
- By contrast, respondents who indicated that the Hub should remain free or publicly funded, that they valued it but could not pay because of budget or procurement constraints, or that they already had equivalent access elsewhere, were excluded from the calculations.

The estimate for the perceived monetary value is derived as a weighted average of responses across the retained willingness-to-pay bands, using midpoint values to represent each band. This provides a single summary measure of users' stated valuation, based on the adjusted sample.

To assess sensitivity to the distribution of responses, upper- and lower-tail adjustments (at the 90th and 10th percentiles) are applied to reduce the influence of extreme values. These sensitivity checks provide a plausible range around the central estimate, rather than alternative headline results.

As with all stated-preference methods, these results may still be influenced by hypothetical bias and framing effects. They should therefore be interpreted as indicative measures of perceived monetary value, rather than precise estimates of users' actual willingness to pay.

Scaling to aggregate benefits

The valuation methods above produce per-user monthly benefit estimates. To derive aggregate benefits over the evaluation period, these values are:

- scaled over the 24-month evaluation period (April 2023 to March 2025), and
- applied to an assumed typical monthly user population

Time scaling is mechanical: monthly per-user (and monthly aggregate) values are multiplied by 24 months to ensure comparability across monetisation methods. The more substantive assumption concerns the size of the user population, set out below.

User population

[53] One response indicating willingness to pay over £250 per month was excluded from the quantitative analysis. The accompanying free-text comment clarified that the respondent was not expressing a concrete valuation but rather offering a general observation about alternative funding models (e.g. charging for specific products rather than applying a blanket paywall).

To scale per-user values into aggregate benefits, we require an assumption about the number of beneficiaries in a typical month. Monitoring data capture different dimensions of use (including cumulative registrations and specific engagement metrics) which reflect different concepts of reach and activity. We therefore construct a bounded range that reflects both overall exposure and more intentional engagement.

Cumulative new user registrations over the two-year evaluation period (April 2023 to March 2025) total 57,469. This figure captures the overall reach of the Hub, including the pre-April 2023 user stock and subsequent growth. As registration does not imply continuous or monthly active use, we do not treat this as a direct measure of active beneficiaries. Instead, for modelling purposes, we distribute this cumulative reach evenly across the 24-month period to derive an indicative average exposure of 2,395 users per month, providing an upper bound for active beneficiaries.

To anchor the user population more closely to intentional engagement, we use average monthly AI Observatory searches as a conservative proxy (356). While searches do not directly measure unique users and do not capture engagement through other channels (such as training, events or newsletters), they represent user interaction with the Hub's core content and therefore provide a cautious lower-bound engagement estimate.

To balance overall reach and observed engagement intensity, we calculate the geometric mean of these two figures, yielding an engagement-adjusted estimate of approximately 924 users per month. The geometric mean is used to moderate the influence of the higher reach-based figure and to reflect uncertainty about the proportion of registered users who are active in a given month.

Therefore, our calculations use the following range:

- 356 users as a conservative lower-bound engagement assumption; and
- 924 users as an engagement-adjusted upper assumption.

Per-user values are multiplied by these user estimates to derive aggregate benefits, both on a monthly basis and over the 24-month evaluation period.

These assumptions introduce uncertainty. Not all registered users are active in any given month and some benefits accrue to non-registered stakeholders (e.g. event participants, newsletter readers, etc). In the absence of granular user-level activity data, we treat the resulting range as a pragmatic proxy of the active user population. Results should therefore be interpreted as indicative and sensitive to engagement assumptions.

Time savings

As an alternative valuation method, we quantify the Hub's value through self-reported time savings. This is based on survey question Q17, which asked: "Thinking about the information, guidance or training you access via the AI Standards Hub, approximately how much time does the Hub save you or your organisation per month compared with how you would obtain equivalent information and materials if the Hub did not exist?" Framed in this way, the measure captures a net benefit: respondents were asked to compare the Hub with the next-best alternative source of equivalent information, guidance or training. This means the estimate already reflects the time saved relative to the counterfactual, rather than gross time associated with using the Hub itself.

Time savings are a relevant benefit channel because they map closely to the Hub's intended mechanism of impact: reducing the effort required to locate, interpret and stay up to date with AI standards and related guidance.

As responses are reported in bands rather than precise hours, we convert each band into point estimates.

1. Converting response bands into point estimates

Because responses were reported in bands rather than precise hour values, each band was converted into a point estimate using the lower bound of the stated range (e.g. "1–5 hours" coded as 1 hour, "6–10 hours" as 6 hours). The "less than 1 hour" was conservatively coded as 0 hours. Weighted averages were then calculated across respondents providing a numerical estimate, excluding "Don't know" responses.

This lower-bound approach is intentionally conservative. It reduces the risk of overestimating savings, particularly because the survey question asked how much time the Hub saves "you or your organisation". In some cases, respondents may therefore have reported time savings at organisational rather than individual level. Using the lower bound of each response band helps mitigate this risk.

2. Central estimate and sensitivity tests

Using this conservative coding approach, the central estimate of time saved is around 4.63 hours per month. This is calculated as a weighted average of the lower-bound point estimates assigned to each response band, excluding "Don't know" responses.

As with the WTP analysis, we test the sensitivity of this estimate to the distribution of responses by applying upper- and lower-tail adjustments at the 90th and 10th percentiles. This provides a consistent approach to assessing how results vary under alternative treatments of extreme values.

- Excluding the top 10 per cent of responses gives a lower estimate of 2.48 hours per month
- Excluding the bottom 10 per cent gives a higher estimate of 5.15 hours per month.

These should be interpreted as sensitivity tests rather than alternative core specifications. The estimate of 4.63 hours per month is therefore used as the main valuation input, with the adjusted estimates indicating the plausible range under different treatments of the tails of the distribution.

3. Valuing time saved

Time savings are monetised in line with standard appraisal practice, under which time saved on information-gathering and related tasks is treated as time that can be reallocated to productive activity. Given the diversity of Hub users, a range of hourly wage benchmarks is applied to reflect variation in opportunity cost:

- Low (£15.84 per hour): ONS ASHE median hourly earnings (excluding overtime) for administrative and secretarial occupations. [54]
- Medium (£26.21 per hour): ONS ASHE median hourly earnings (excluding overtime) for professional occupations. [55]
- High (£32.58 per hour): external benchmark for an AI specialist role, used as an illustrative upper bound in the absence of a directly comparable ONS occupational category. [56]

These rates define a valuation range rather than correspond to specific job titles. For the core estimates presented in the main analysis, the medium value is used, with the low and high values treated as sensitivity bounds.

Under each scenario, monthly monetary savings are calculated by multiplying estimated hours saved per month by the relevant hourly rate. Two-year values are then derived by scaling monthly savings over the 24-month evaluation period. Aggregate benefits are then estimated by applying the same user population assumptions used in the WTP analysis, including the search-based engagement anchor and geometric mean adjustment.

There are also some limitations associated with the time-saving estimates:

[54] ONS (2025), Annual Survey of Hours and Earnings time series of selected estimates [online]
[55] *Ibid.*
[56] SalaryExpert (2025), Average Base Salary [online]

- Estimates are based on self-reported data and therefore capture perceived efficiency gains rather than directly observed reductions in time spent. Respondents may also interpret "time saved" differently, ranging from immediate reductions in search time to broader reductions in duplication or uncertainty. Therefore, time-saving approach should be interpreted as an indicative estimate of productivity-related benefits.
- Moreover, time savings do not automatically translate into realised economic gains. Their value depends on whether organisations can redeploy saved time to productive activity and whether that time displaces paid work rather than unpaid or discretionary effort. Accordingly, the valuation reflects the opportunity cost of time under standard appraisal assumptions, rather than budgetary savings.
- Results are sensitive to the hourly wage applied. The upper-bound valuation assumes that a material share of time savings accrues to higher-cost specialist roles. If beneficiaries are more concentrated in policy, administrative or general professional roles, aggregate values may be lower.

Notwithstanding these caveats, monetising time savings is a well-established method in economic appraisal where benefits arise from improved access to information and reduced transaction costs. In this evaluation, it provides a structured sensitivity check alongside the WTP analysis and supports triangulation of the likely scale of efficiency gains generated by the Hub.

Detailed results

This section presents the detailed outputs of the monetisation methods described above. Estimates are reported at both per-user and aggregate levels, and are scaled over the 24-month evaluation period (April 2023 to March 2025). All aggregate figures apply the engagement-adjusted user range set out above.

Willingness-to-pay estimates

The table below reports the results of the WTP approach for both the full Hub offer and the AI Observatory-only offer. Estimates are also presented as lower- and upper-bound values, reflecting the user population assumptions.

Table A1.1: Willingness to pay estimates per month (£)

	Per user	All users		
	Core	Low	Central	High
Full access	16.3	5,802	10,417	15,032
Only observatory	15.4	5,478	9,836	14,193

Source: Europe Economics analysis.

At the per-user level, the core monthly WTP estimate is £16.26 for the full Hub offer and £15.36 for the Observatory-only offer. When scaled to the estimated range of active users, this corresponds to aggregate monthly benefits of £5,802–£15,032 for full access (central estimate: £10,417) and £5,478–£14,193 for Observatory-only access (central estimate: £9,836).

Table A1.2: Willingness to pay estimates over 2 years (£)

	Per user	All users		
	Core	Low	Central	High
Full access	390.4	139,248	250,010	360,773
Only observatory	368.6	131,478	236,060	340,642

Source: Europe Economics analysis.

Over the two-year evaluation period, this corresponds to per-user values of £390.4 for full Hub access and £368.6 for Observatory-only offer, and aggregate benefits of £139,248–£360,773 (central: £250,010) and £131,478–£340,642 (central: £236,060), respectively.

We also conducted additional sensitivity analysis to test the robustness of the WTP estimates. As described earlier, to test how sensitive the WTP estimates are to the distribution of responses, we apply upper- and lower-tail adjustments. Specifically, we exclude the top 10 per cent of responses (to produce a lower estimate) and the bottom 10 per cent of responses (to produce a higher estimate). This provides a simple check on how results change when extreme values are removed.

The results from these sensitivity checks are reported in the tables below.

Table A1.3: WTP estimates excluding top 10 per cent of responses (£, per month)

	Per user	All users		
	High	Low	Central	High
Full access	13.4	4,768	8,561	12,354
Only observatory	11.6	4,132	7,419	10,706

Source: Europe Economics analysis.

Table A1.4: WTP estimates excluding top 10 per cent of responses (£, over 2 years)

	Per user	All users		
	High	Low	Central	High
Full access	320.8	114,436	205,463	296,490
Only observatory	278.0	99,169	178,051	256,934

Source: Europe Economics analysis.

Table A1.5: WTP estimates excluding bottom 10 per cent of responses (£, per month)

	Per user	All users		
	Low	Low	Central	High
Full access	18.4	6,576	11,806	17,036
Only observatory	17.9	6,391	11,475	16,559

Source: Europe Economics analysis.

Table A1.6: WTP estimates excluding bottom 10 per cent of responses (£, over 2 years)

	Per user	All users		
	Low	Low	Central	High
Full access	442.4	157,814	283,345	408,876
Only observatory	430.0	153,391	275,403	397,415

Source: Europe Economics analysis.

Across both sensitivity tests, the resulting estimates remain consistent with the core ranges reported in section 4.2.1. This provides confidence that the results are not driven by extreme responses or a particular set of assumptions. As with the core range, the relatively similar values for full Hub and Observatory-only access indicate that the Standards Observatory databases account for a substantial share of perceived value, with additional elements of the Hub valued more variably across users.

Time-saving (cost-saving) estimates

The table below reports the results of the time-saving valuation method. Estimates are also presented as lower- and upper-bound values, reflecting the user population assumptions.

Table A1.7: Cost saving estimates (£)

	Per user	All users		
	Core	Low	Central	High
Per month	121.4	43,320	77,779	112,237
Over two years	2,914.6	1,039,685	1,866,689	2,693,693

Source: Europe Economics analysis.

At the per-user level, the estimated value of time savings is £121 per month, equivalent to £2,915 over the two-year evaluation period. When scaled to the estimated range of active users, this corresponds to aggregate benefits of £43,320–£112,237 per month (central estimate: £77,779), or £1.04m–£2.69m over two years (central estimate: £1.87m).

As WTP, we also conducted sensitivity analysis to test the robustness of the time-saving estimates. This combines adjustments to the distribution of reported time savings with alternative assumptions on the value of time. Specifically, excluding the top 10 per cent of responses and applying a lower hourly wage (£15.84 per hour, administrative roles) produces the lower estimate, while excluding the bottom 10 per cent of responses and applying a higher wage (£32.58 per hour, AI specialist roles) produces the higher estimate. Together, this defines a plausible range of estimates rather than a single point value.

The results from these sensitivity checks are reported in the tables below.

Table A1.8: Time-saving estimates – lower-bound sensitivity (£)

	Per user	All users		
	Low	Low	Central	High
Per month	39.3	14,022	25,175	36,328
Over two years	943.4	336,517	604,196	871,874

Source: Europe Economics analysis.

Table A1.9: Time-saving estimates – higher-bound sensitivity (£)

	Per user	All users		
	High	Low	Central	High
Per month	167.7	59,832	107,424	155,017
Over two years	4,025.4	1,435,964	2,578,182	3,720,400

Source: Europe Economics analysis.

Across both sensitivity scenarios, the estimates vary as expected under different assumptions on time savings and wage rates, but remain within a consistent and plausible range relative to the core results in section 4.2.1. The overall scale of benefits is therefore stable across specifications. This provides reassurance that the results are not driven by extreme responses or specific modelling choices, and that the estimated productivity gains remain material under both conservative and less conservative assumptions.

Ordinal/illustrative benefits

As noted in the report, in some cases, methodological challenges (e.g. overlapping initiatives and interdependencies and/or limited data) mean that direct attribution or monetisation is not feasible. In other cases, benefits may be difficult to monetise within the Phase 2 evaluation period but could be quantified over a longer timeframe as evidence emerges. These include the Hub's potential to influence broader economic and strategic outcomes, such as investment, trade and productivity.

For these benefits, we provide indicative assessments of their likely direction and relative magnitude, drawing on evidence from stakeholder interviews, the Hub user survey, as well as external data and comparators. We also articulate the underlying economic mechanisms which these impacts are expected to arise.

We note that any specific figures relating to these longer-term benefits are illustrative in nature given the challenges associated with quantifying/monetising these, especially during the period covered by the Phase 2 evaluation.

Qualitative benefits

Certain impacts and benefits are primarily qualitative in nature and not easily amenable to monetisation across any timeframe. These include effects such as:

- Increased international recognition of the UK as a collaborative hub for trustworthy AI;
- A stronger reputation for the UK as a supportive and well-governed AI ecosystem;
- Greater international recognition of the UK as a credible standards-setter; and
- A stronger role for the UK in shaping global AI governance frameworks.

While these outcomes cannot readily be valued in monetary terms, they represent important strategic and reputational gains that underpin the Hub's longer-term influence. We assess these effects drawing on evidence from stakeholder interviews, the Hub user survey and external references as appropriate. In doing so, we apply a narrative approach to capture the importance of the broader ecosystem, complementing the assessment of tangible impacts.

Appendix 2: Hub User Survey Results

The following Appendix presents the responses to our quantitative survey questions.

Familiarity and resource use

Question 7: Thinking about the time before you started using the AI Standards Hub, how familiar were you with the following aspects?

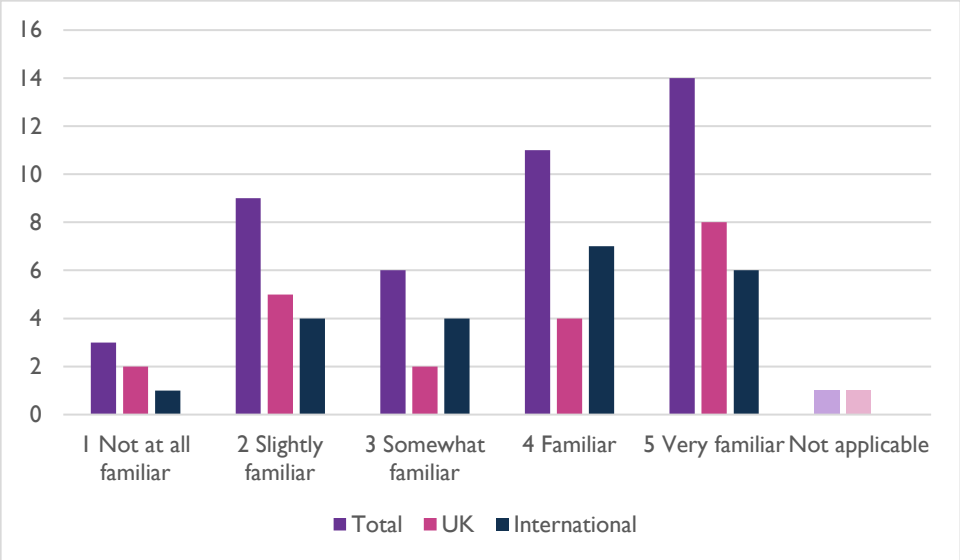
Please rate your familiarity and understanding from 1 (Not at all familiar) to 5 (Very familiar).

Figure A2.1: Familiarity with AI standards in general before using the AI Standards Hub



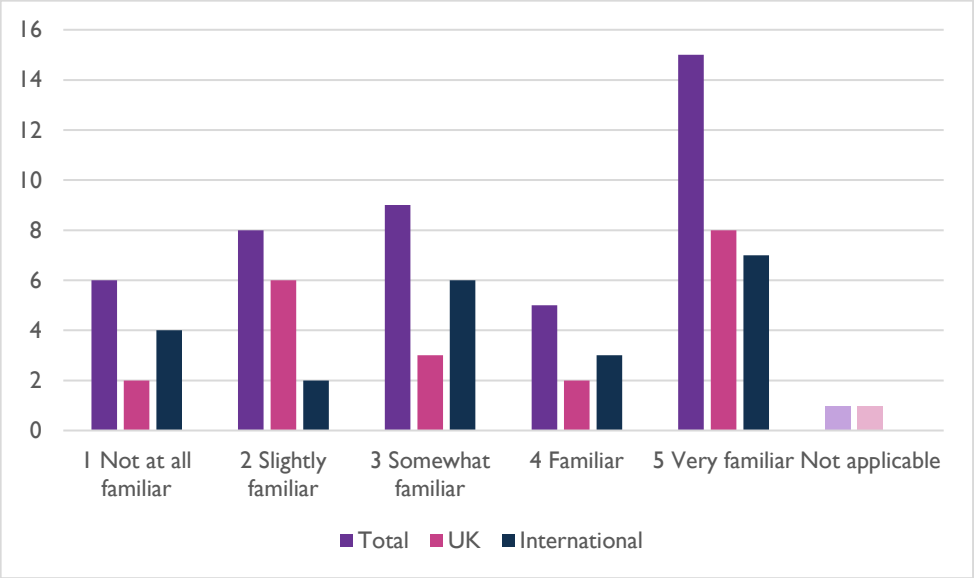
Source: Europe Economics, 2025-26 Hub user survey, question 7. Sample size: 44.

Figure A2.2: Familiarity with how AI standards are developed before using the AI Standards Hub



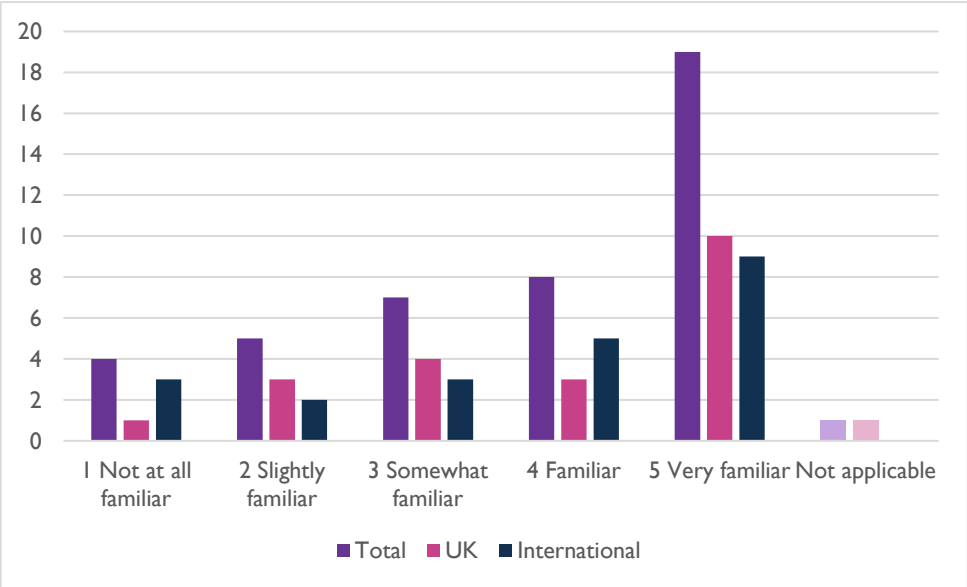
Source: Europe Economics, 2025-26 Hub user survey, question 7. Sample size: 44.

Figure A2.3: Familiarity with how to engage with AI standards and policy setting process before using the AI Standards Hub



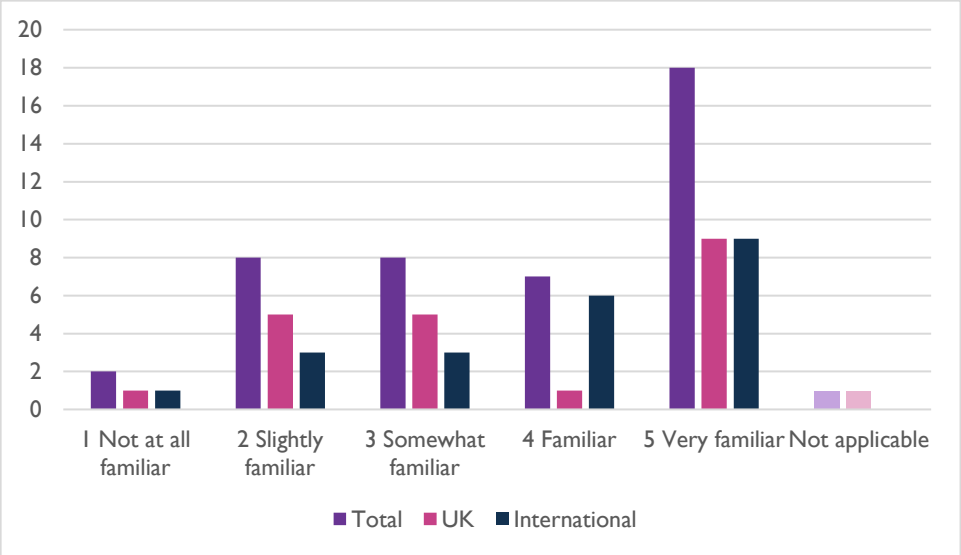
Source: Europe Economics, 2025-26 Hub user survey, question 7. Sample size: 44.

Figure A2.4: Familiarity with the relationship between regulation and standards before using the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 7. Sample size: 44.

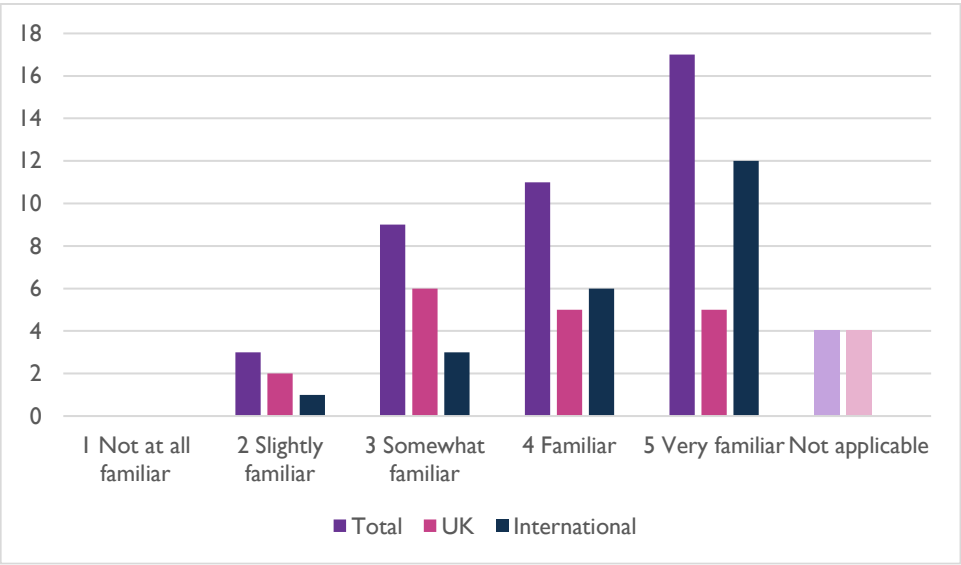
Figure A2.5: Familiarity with the role of AI standards in AI governance before using the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 7. Sample size: 44.

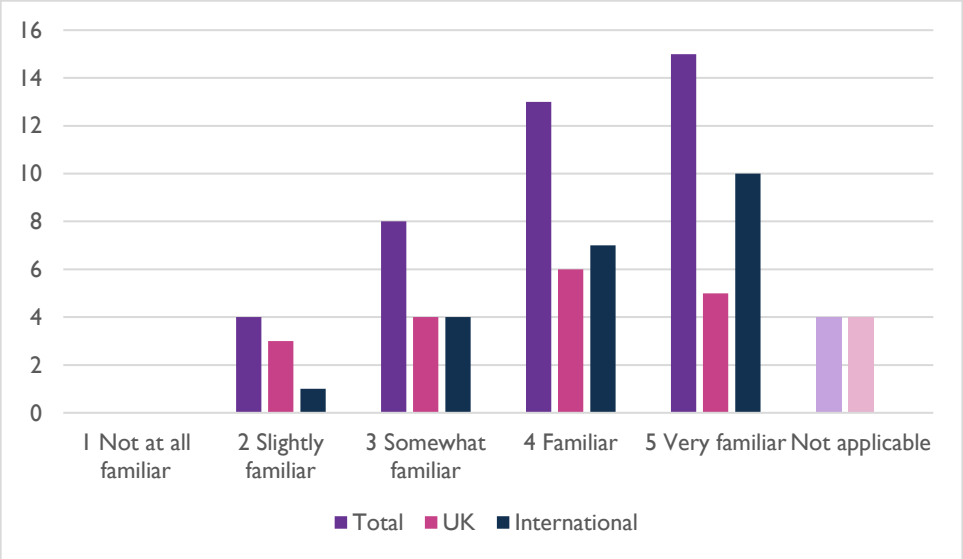
Question 8: How familiar are you with AI standards now (i.e. after engaging with the AI Standards Hub)? Please rate your familiarity and understanding from 1 (Not at all familiar) to 5 (Very familiar).

Figure A2.6: Familiarity with AI standards in general after using the AI Standards Hub



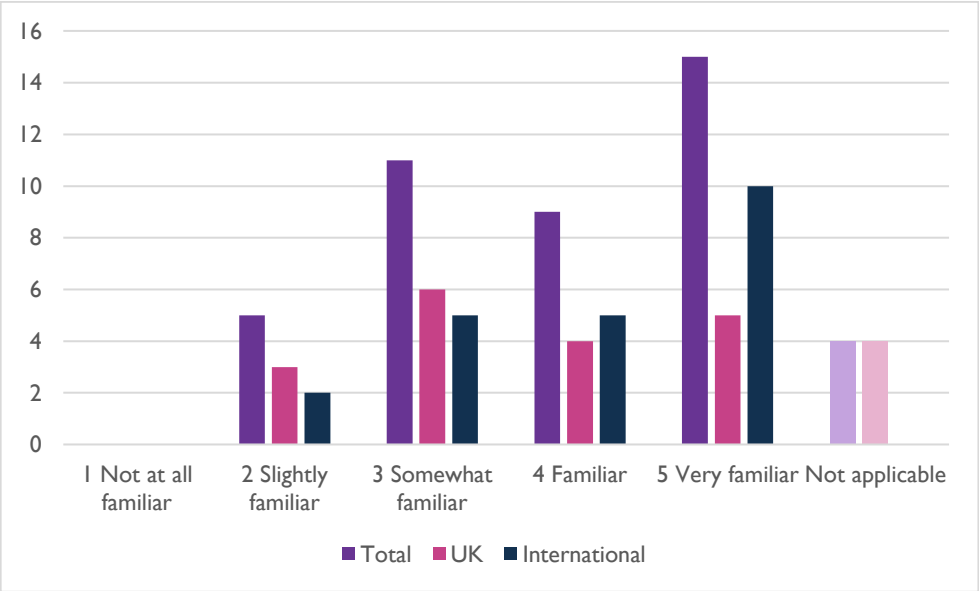
Source: Europe Economics, 2025-26 Hub user survey, question 8. Sample size: 44.

Figure A2.7: Familiarity with how AI standards are developed after using the AI Standards Hub



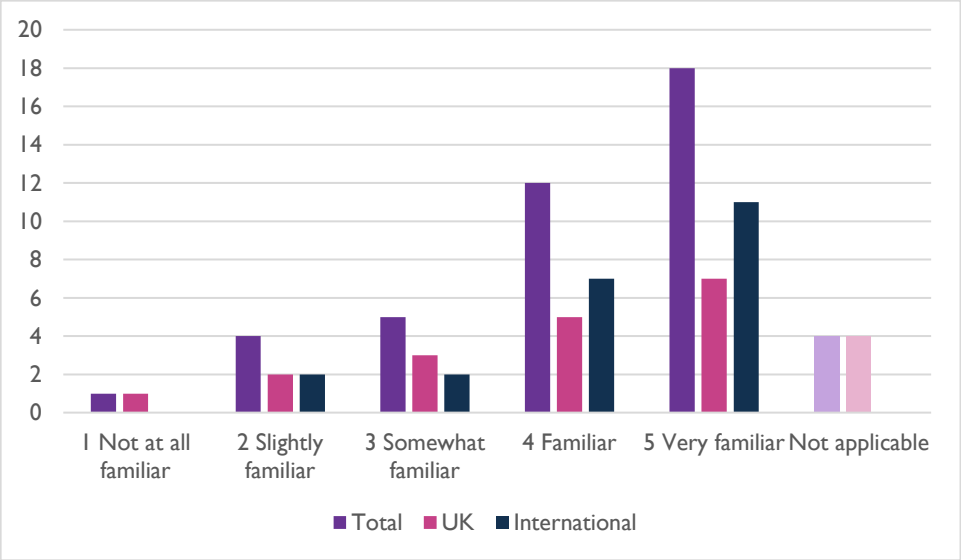
Source: Europe Economics, 2025-26 Hub user survey, question 8. Sample size: 44.

Figure A2.8: Familiarity with how to engage with AI standards setting and policy setting process after using the AI Standards Hub



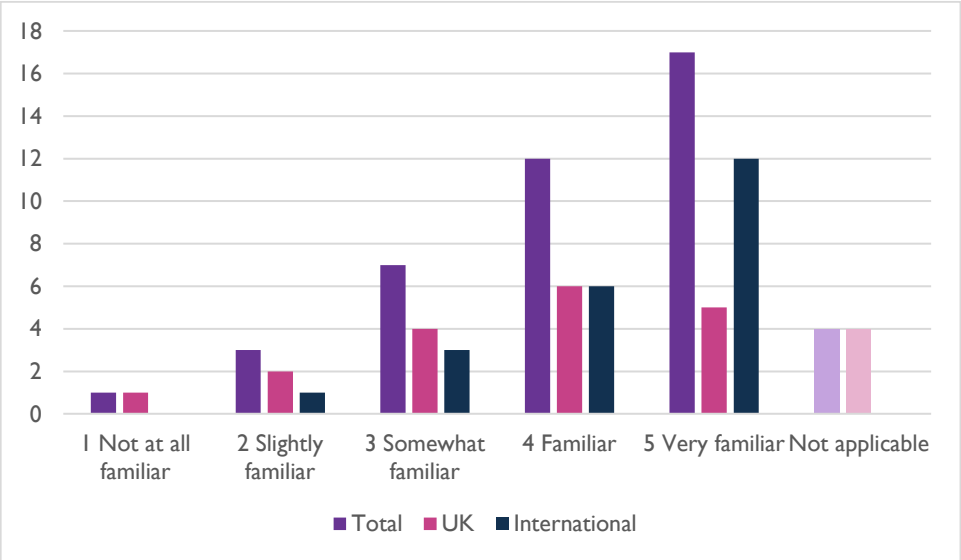
Source: Europe Economics, 2025-26 Hub user survey, question 8. Sample size: 44.

Figure A2.9: Familiarity with the relationship between regulation and standards after using the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 8. Sample size: 44.

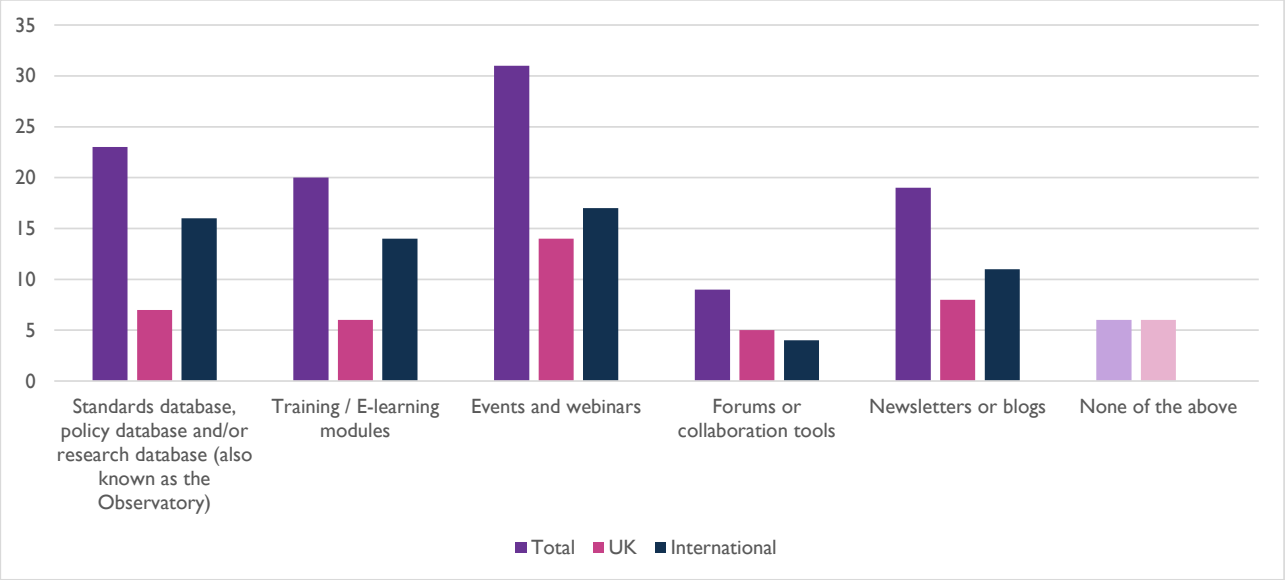
Figure A2.10: Familiarity with the role of AI standards in AI governance after using the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 8. Sample size: 44.

Question 9: Which of the following resources and/or features provided by the AI Standards Hub have you used previously? Please tick all that apply.

Figure A2.11: Resources and/or features provided by the AI Standards Hub previously used

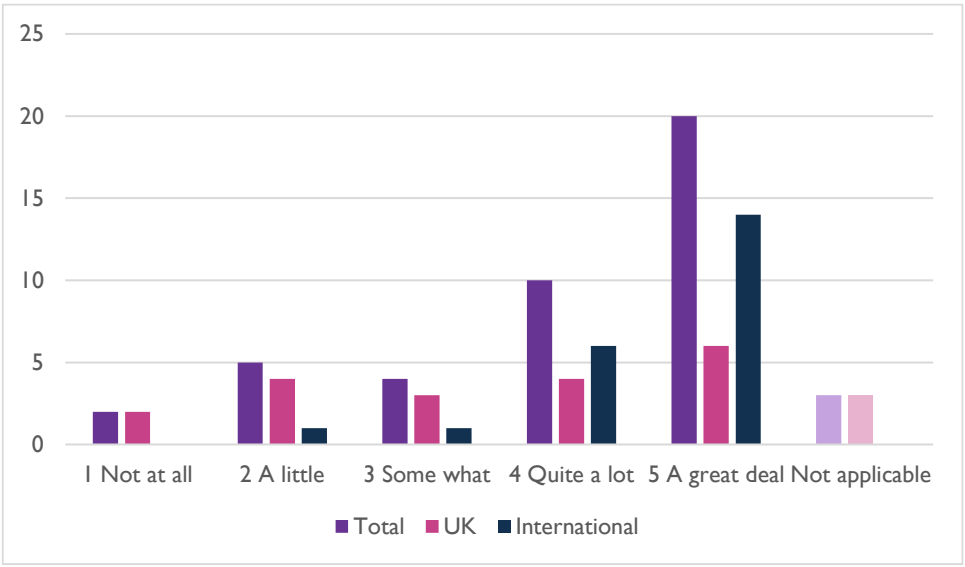


Source: Europe Economics, 2025-26 Hub user survey, question 9. Sample size: 44.

Question 10: Thinking about how you or your organisation uses the AI Standards Hub, please rate how important each feature is to the overall value you get from the Hub.

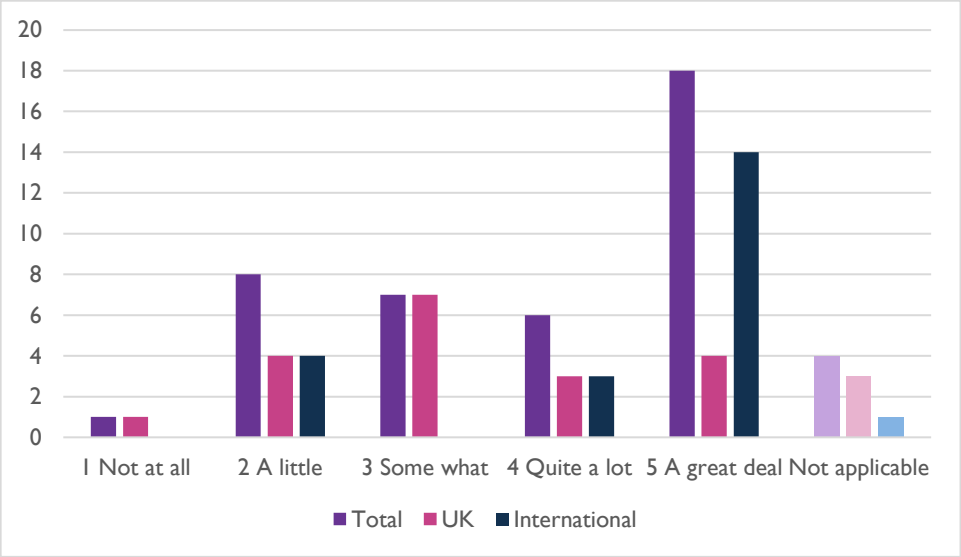
Please rate each feature from 1 (Not at all important) to 5 (Essential).

Figure A2.12: Importance of standards database



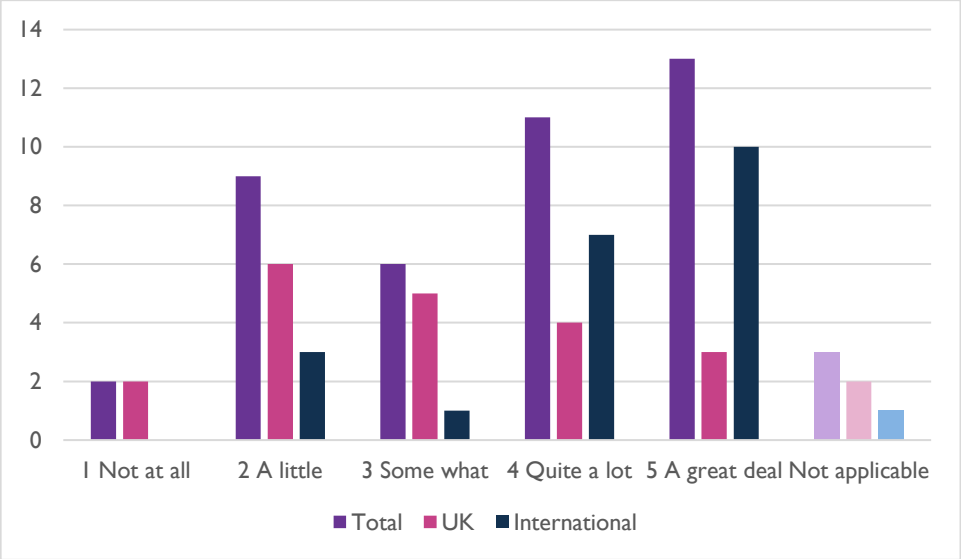
Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Figure A2.13: Importance of policy database



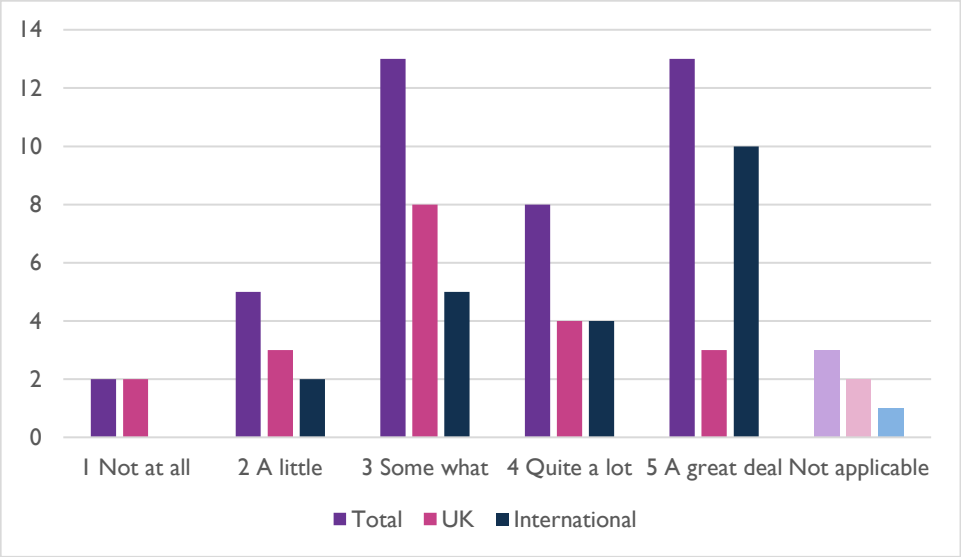
Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Figure A2.14: Importance of research database



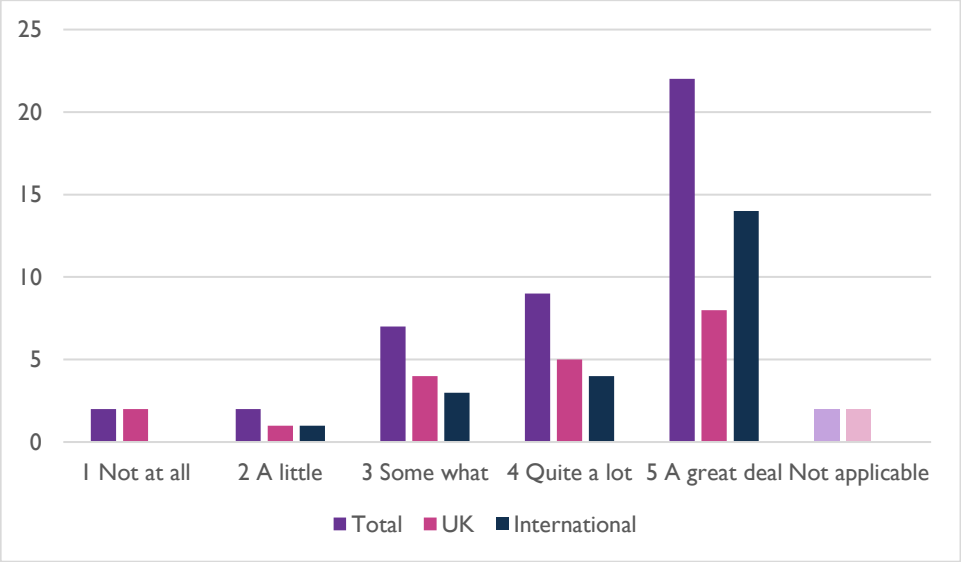
Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Figure A2.15: Importance of training/e-learning modules



Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Figure A2.16: Importance of events and webinars



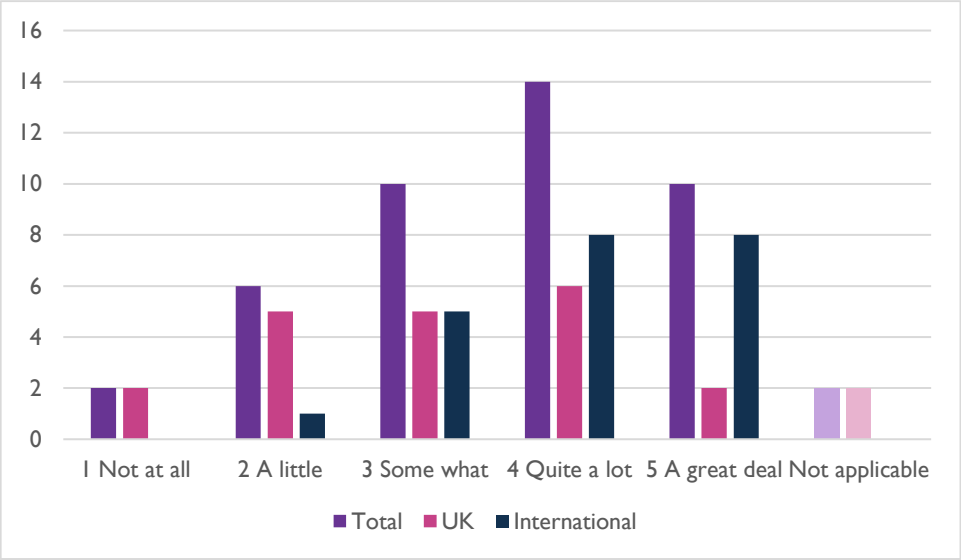
Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Figure A2.17: Importance of forums or collaboration tools



Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Figure A2.18: Importance of newsletters or blogs

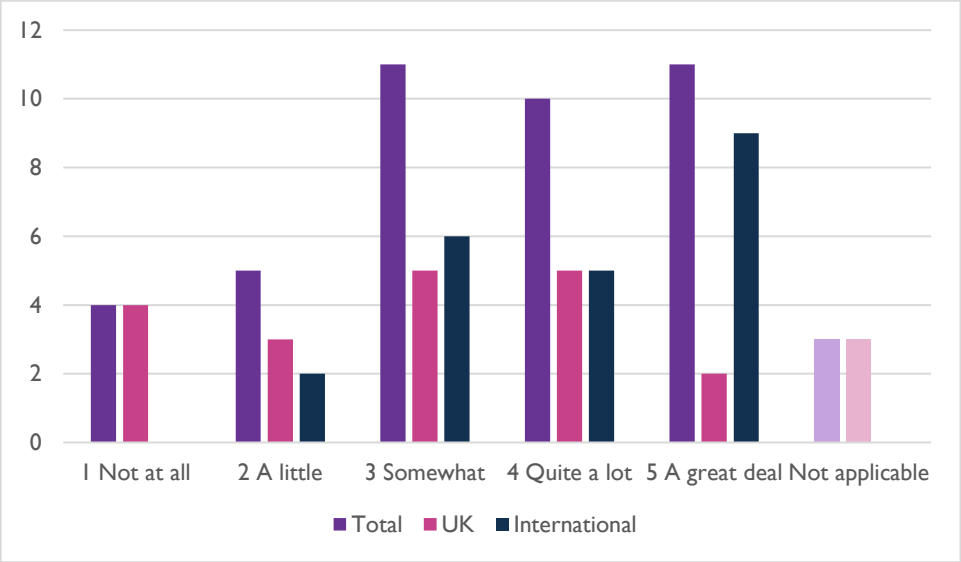


Source: Europe Economics, 2025-26 Hub user survey, question 10. Sample size: 44.

Question 11: To what extent have the AI Standards Hub's resources helped you or your organisation in the following areas?

Please rate each area from 1 (Not at all) to 5 (A great deal).

Figure A2.19: AI Standards Hub's helpfulness in finding relevant AI standards more quickly



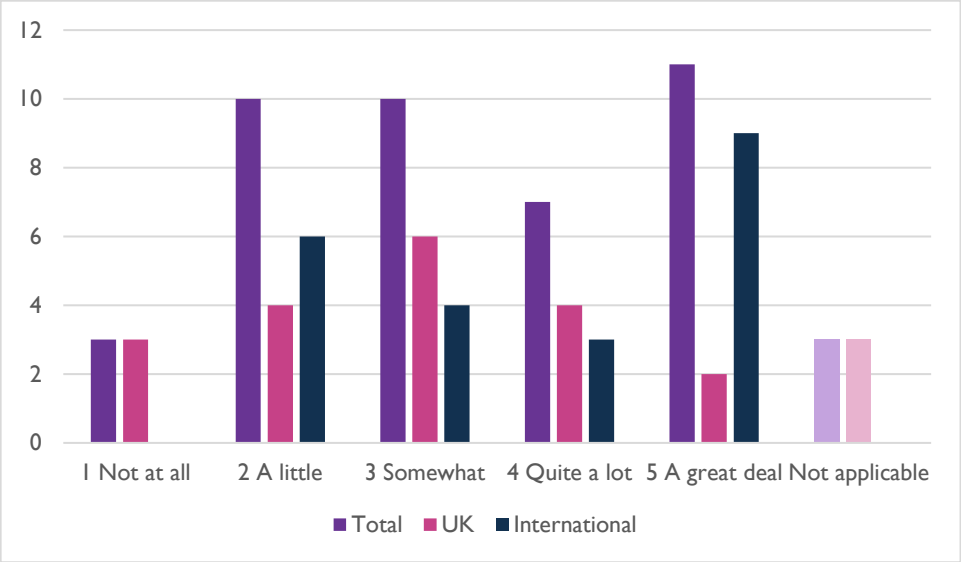
Source: Europe Economics, 2025-26 Hub user survey, question 11. Sample size: 44.

Figure A2.20: AI Standards Hub's helpfulness in applying AI standards in practice



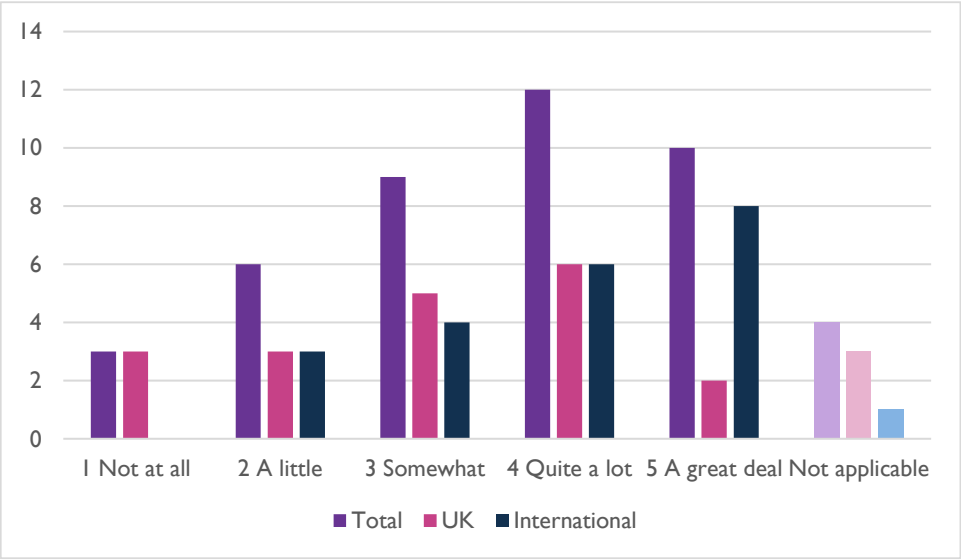
Source: Europe Economics, 2025-26 Hub user survey, question 11. Sample size: 44.

Figure A2.21: AI Standards Hub's helpfulness in considering how standards relate to AI governance



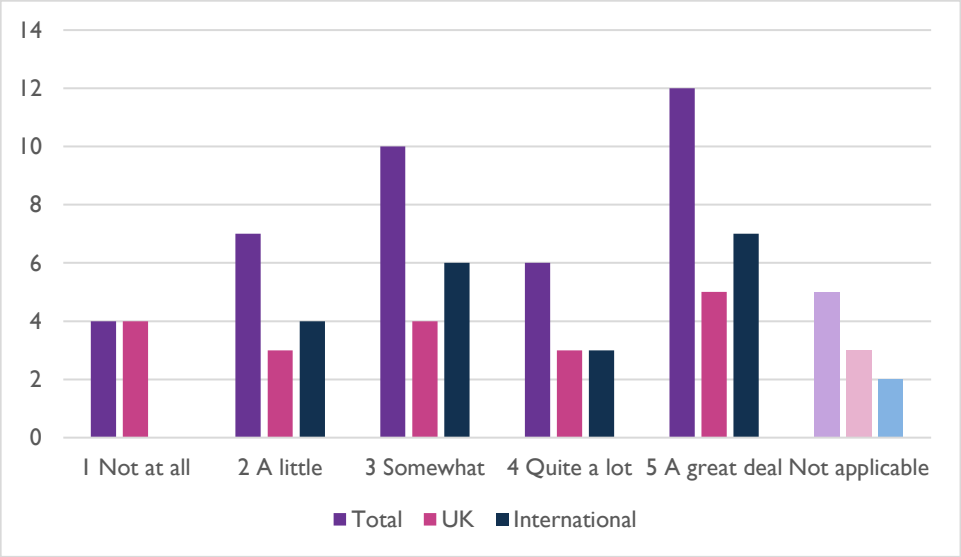
Source: Europe Economics, 2025-26 Hub user survey, question 11. Sample size: 44.

Figure A2.22: AI Standards Hub's helpfulness in accessing up-to-date guidance on trustworthy AI



Source: Europe Economics, 2025-26 Hub user survey, question 11. Sample size: 44.

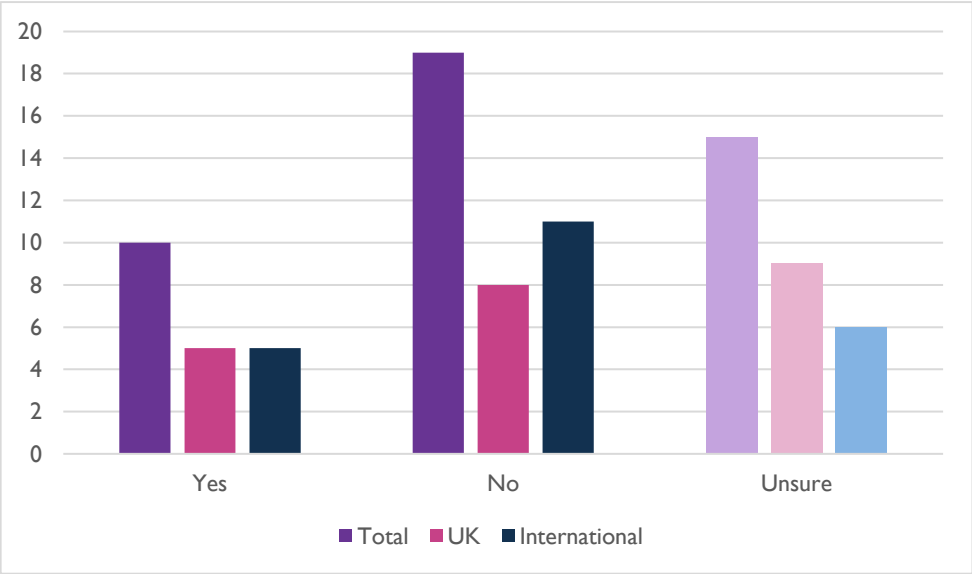
Figure A2.23: AI Standards Hub's helpfulness in engaging and participating in the AI standards ecosystem



Source: Europe Economics, 2025-26 Hub user survey, question 11. Sample size: 44.

Question 12: Have you or your organisation adopted AI standards based on guidance from the AI Standards Hub as part of AI development or adoption activities?

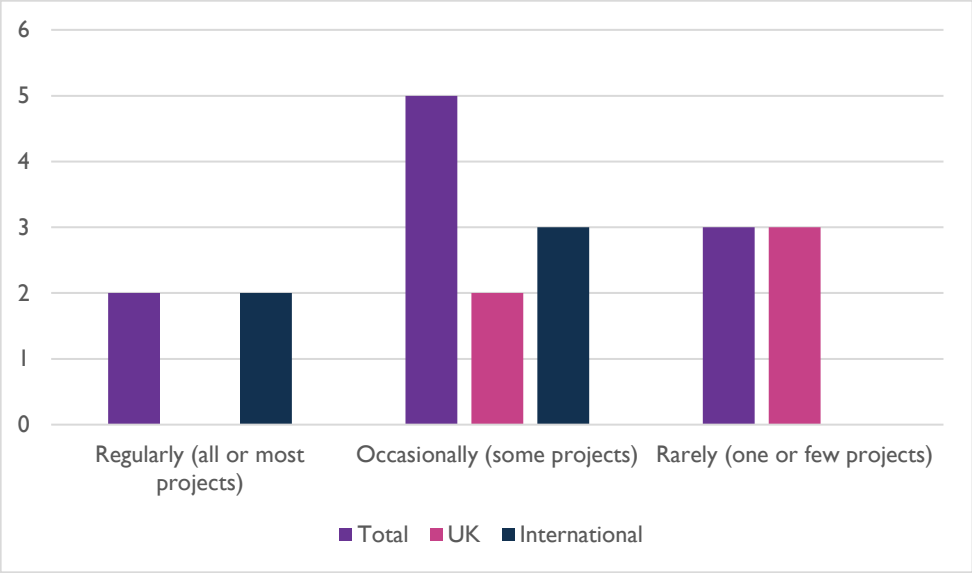
Figure A2.24: Adoption AI standards based on guidance from the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 12. Sample size: 44.

Question 13: You said that you or your organisation have adopted AI standards based on guidance from the AI Standards Hub as part of AI development or adoption activities. How frequently do you or your organisation use the AI Standards Hub's materials in this way?

Figure A2.25: Frequency of use of the AI Standards Hub's materials

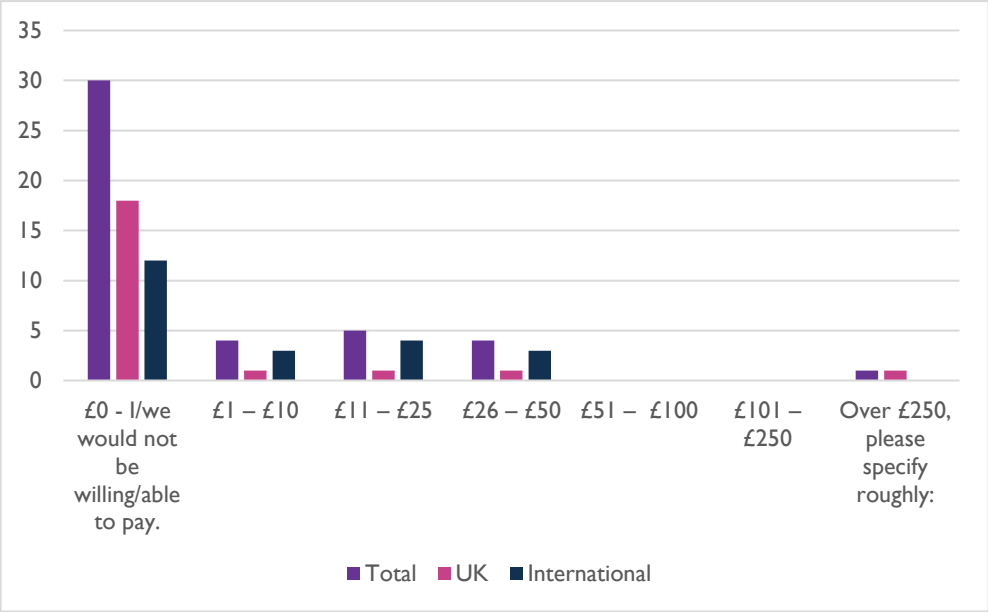


Source: Europe Economics, 2025-26 Hub user survey, question 13. Sample size: 44.

Valuation

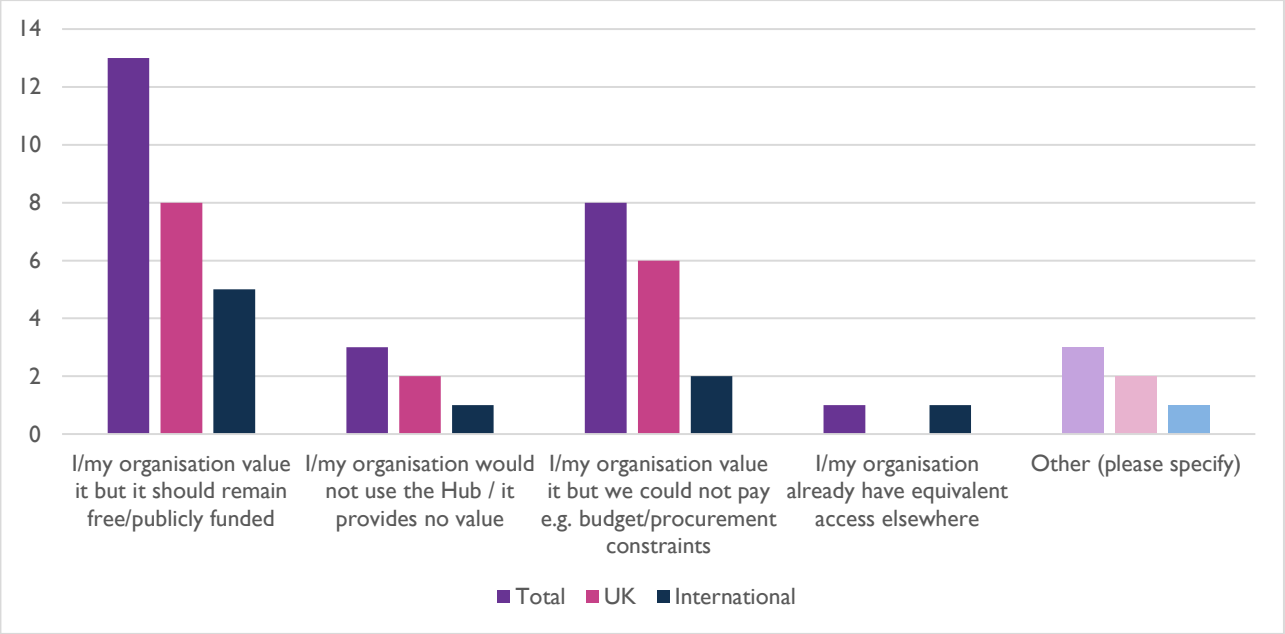
Question 14: If access to the full AI Standards Hub (including databases, training, events, forums and newsletters) were subject to a fee, what is the maximum monthly amount you or your organisation would be willing to pay for equivalent access?

Figure A2.26: Maximum monthly willingness to pay for full access to AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 14. Sample size: 44.

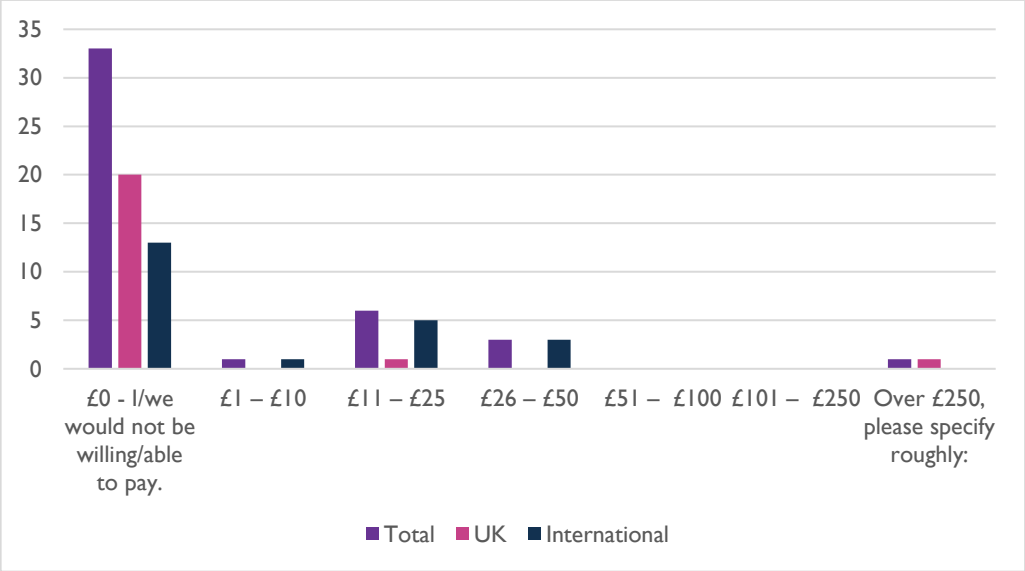
Figure A2.27: Reasons for not being willing to pay for the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 14. Sample size: 28.

Question 15: Now thinking about access to the AI Observatory databases (standards, policy and research only, excluding training modules, events, forums and newsletters), what is the maximum monthly amount you or your organisation would be willing to pay for equivalent access?

Figure A2.28: Maximum monthly willingness to pay for access to the AI Observatory databases



Source: Europe Economics, 2025-26 Hub user survey, question 15. Sample size: 44.

Figure A2.29: Reasons for not being willing to pay for the AI Observatory database

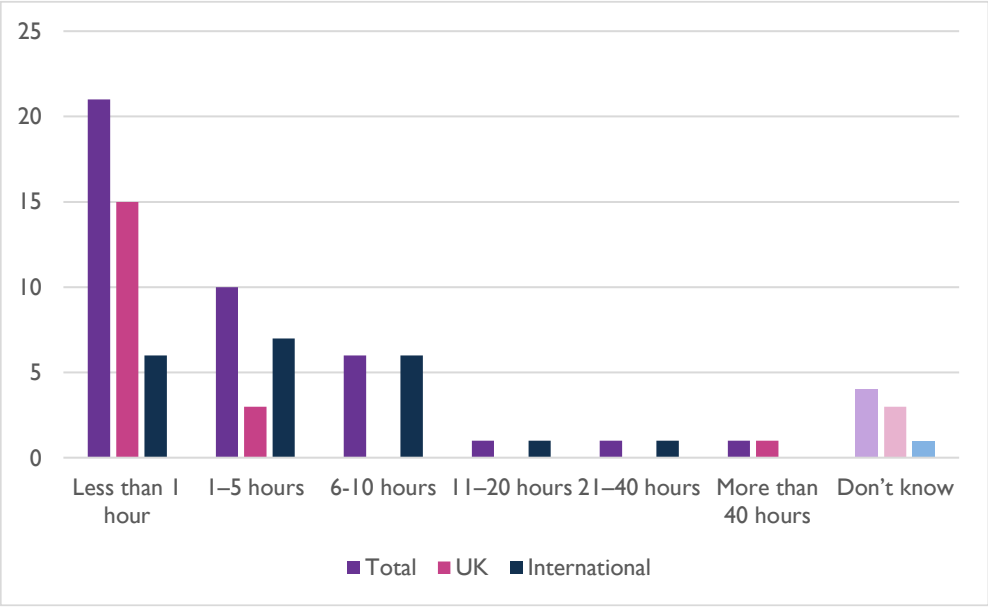


Source: Europe Economics, 2025-26 Hub user survey, question 15. Sample size: 31.

Searching for information

Question 16: Approximately how much time do you or your organisation spend each month engaging with the AI Standards Hub (e.g. browsing the Observatory databases, attending events, completing e-learning courses or participating in discussions)?

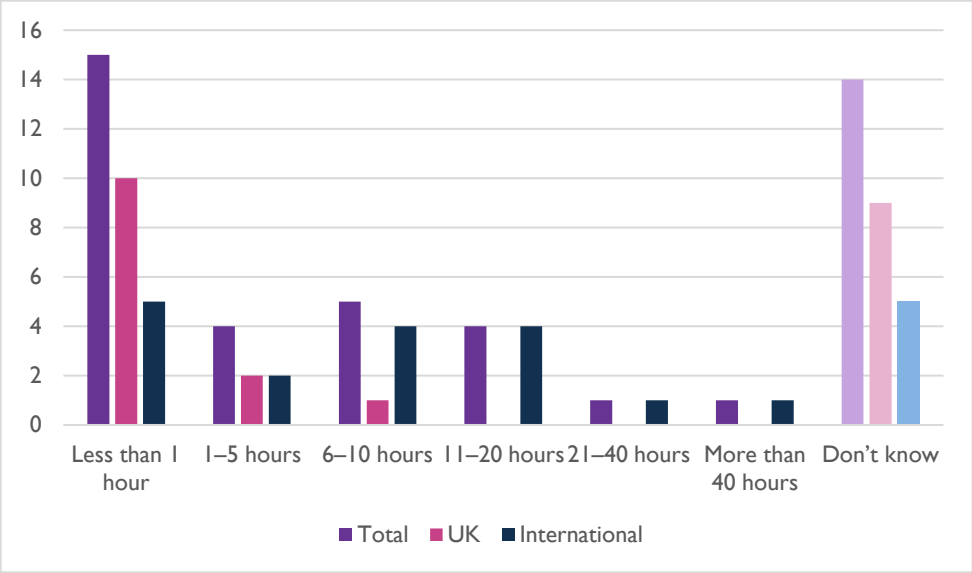
Figure A2.30: Monthly time spent engaging with the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 16. Sample size: 44.

Question 17: Thinking about the information, guidance or training you access via the AI Standards Hub, approximately how much time does the Hub save you or your organisation per month compared with how you would obtain equivalent information and materials if the Hub did not exist?

Figure A2.31: Monthly time saved from using the Hub

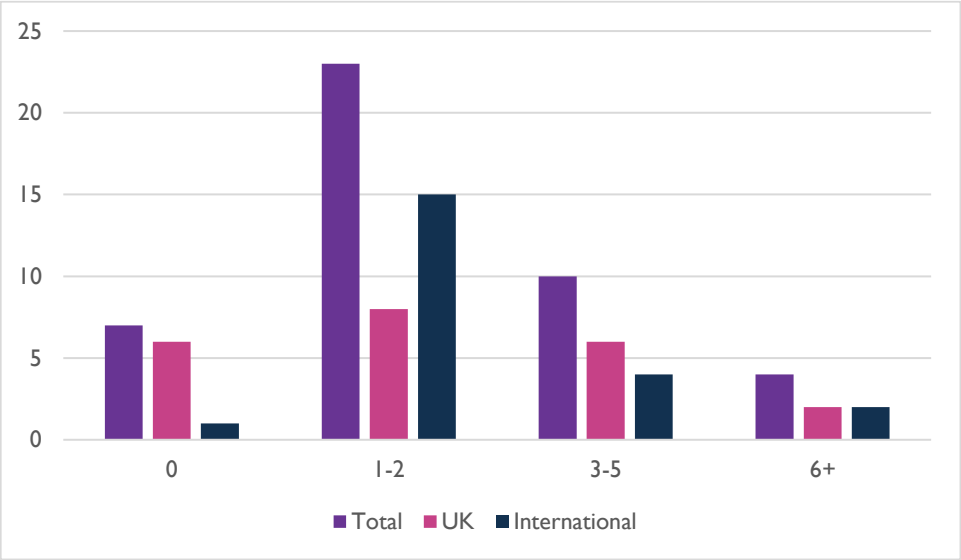


Source: Europe Economics, 2025-26 Hub user survey, question 17. Sample size: 44.

Collaboration and networking

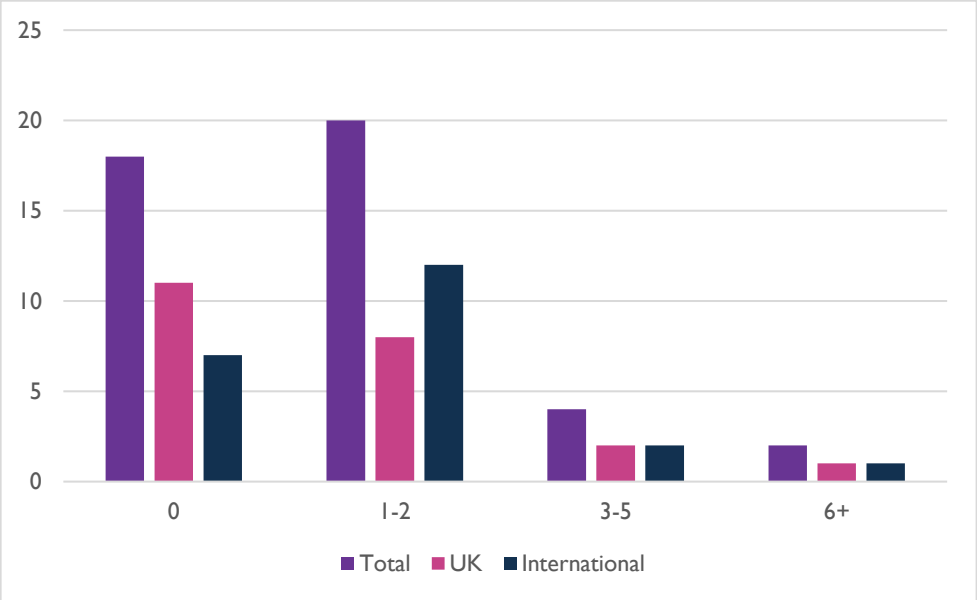
Question 18: Between April 2023 and March 2025, how many AI Standards Hub-related events or activities have you participated in? Please include both online and in-person events.

Figure A2.32: Participation in Hub webinars, workshops or live training sessions



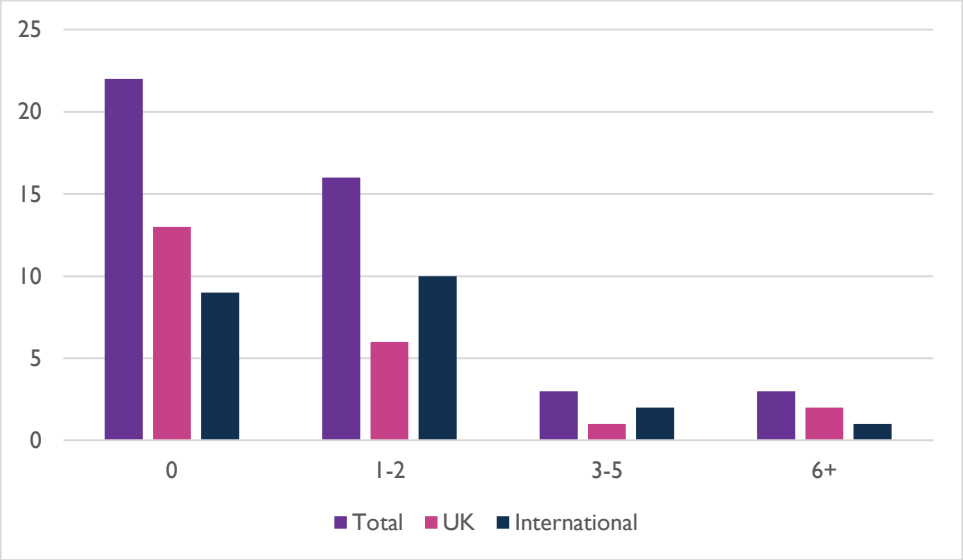
Source: Europe Economics, 2025-26 Hub user survey, question 18. Sample size: 44.

Figure A2.33: Participation in Hub international networking events or working groups



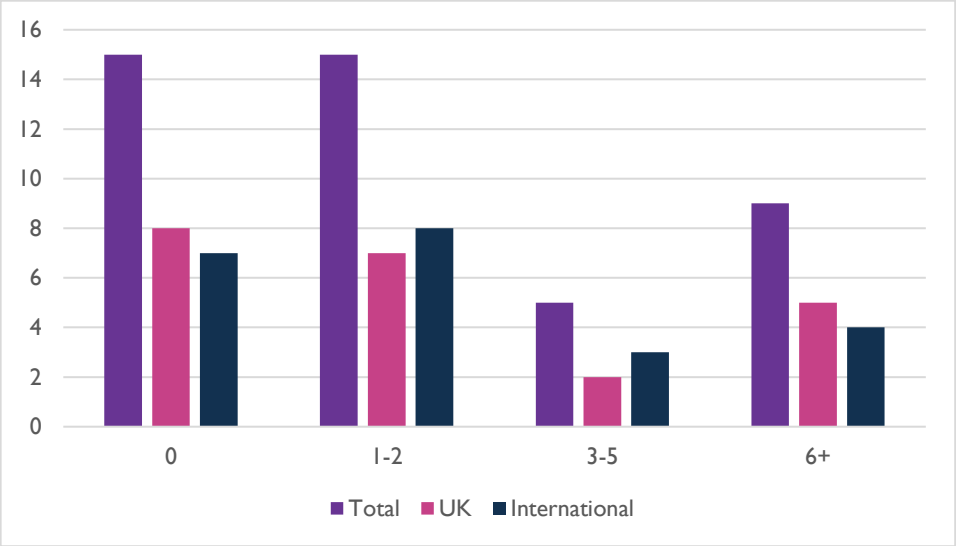
Source: Europe Economics, 2025-26 Hub user survey, question 18. Sample size: 44.

Figure A2.34: Participation in events organised by the AI Standards Hub Partners



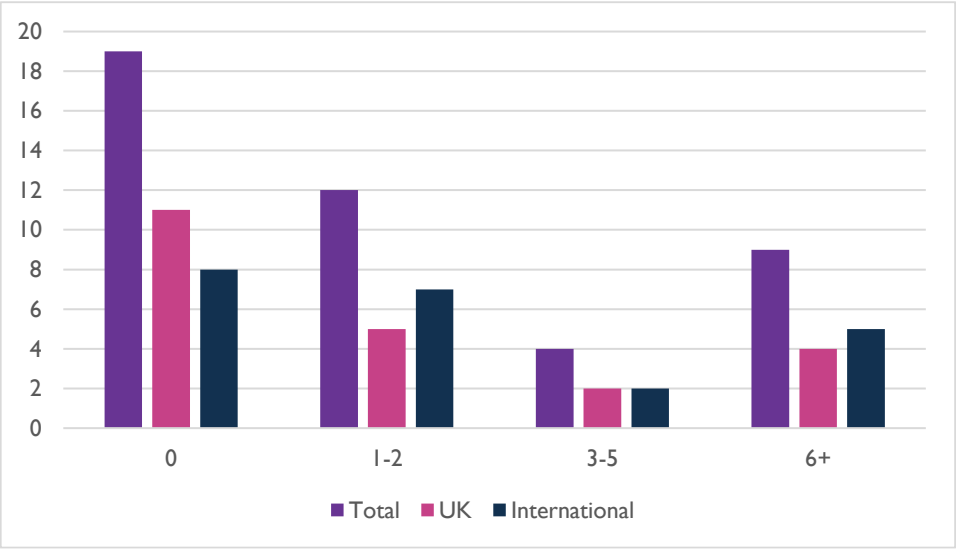
Source: Europe Economics, 2025-26 Hub user survey, question 18. Sample size: 44.

Figure A2.35: Participation in SDOs events



Source: Europe Economics, 2025-26 Hub user survey, question 18. Sample size: 44.

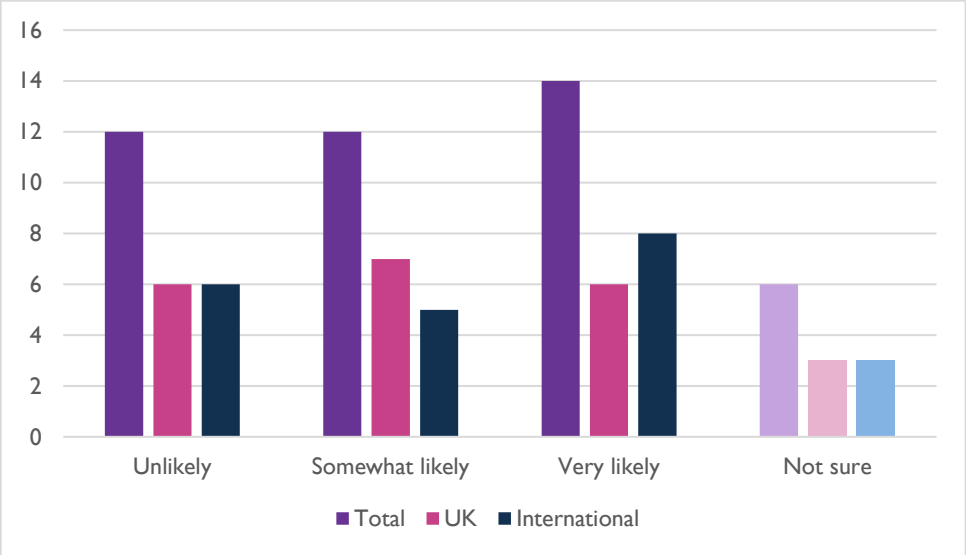
Figure A2.36: Participation in other international AI standards or governance events



Source: Europe Economics, 2025-26 Hub user survey, question 18. Sample size: 44.

Question 19: Thinking about the events you attended (e.g. organised by Hub Partners, SDOs, or other international AI standards or governance events), how likely would you have attended these if the AI Standards Hub did not exist?

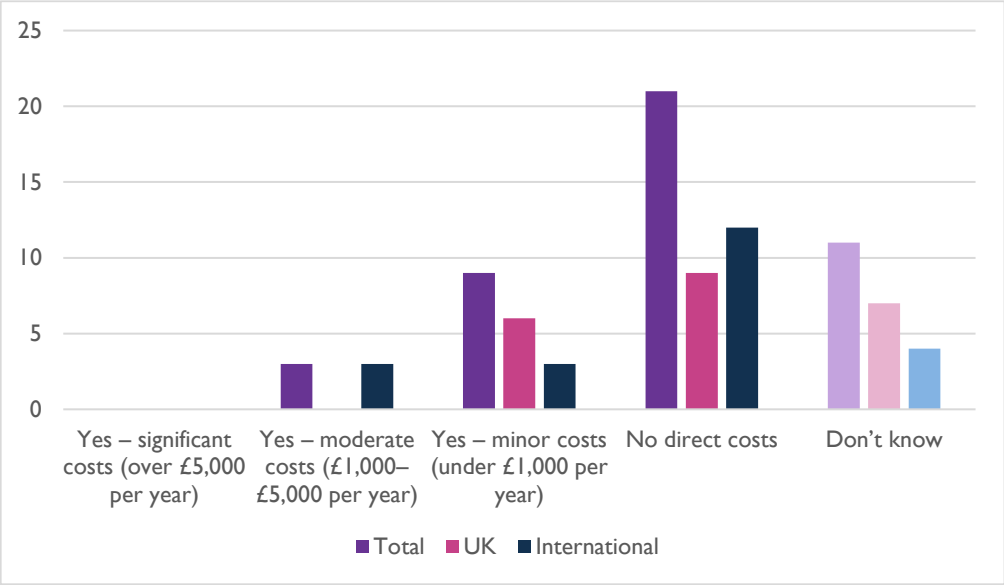
Figure A2.37: Likeliness of event attendance in the absence of the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 19. Sample size: 44.

Question 21: Have you or your organisation incurred any direct financial costs in connection with using or participating in Hub activities? This may include, for example, travel to events, conference fees, participating in working groups, etc.

Figure A2.38: Incurred direct financial cost in connection with using/participation in Hub activities

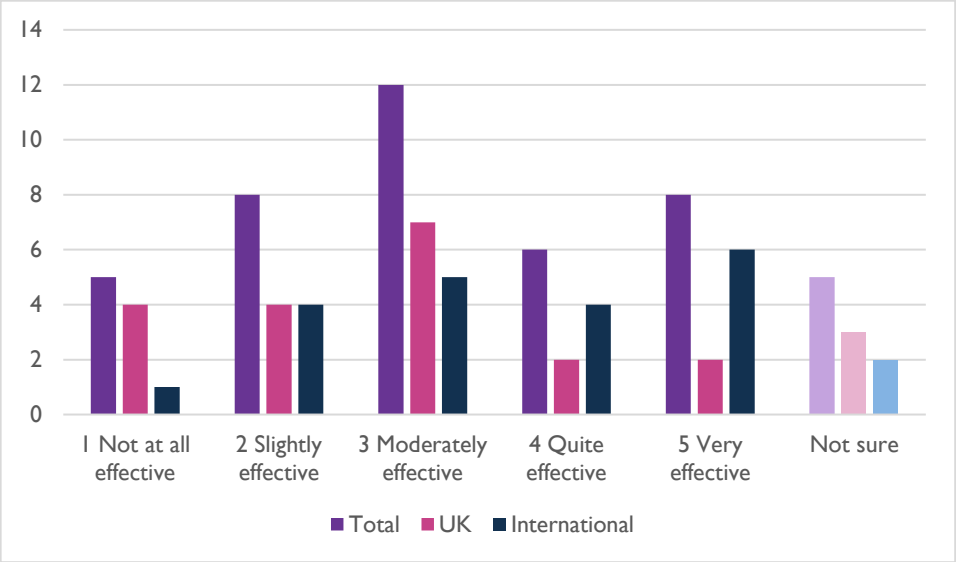


Source: Europe Economics, 2025-26 Hub user survey, question 21. Sample size: 44.

Question 22: In your view, how effective have AI Standards Hub events been for each of the following purposes?

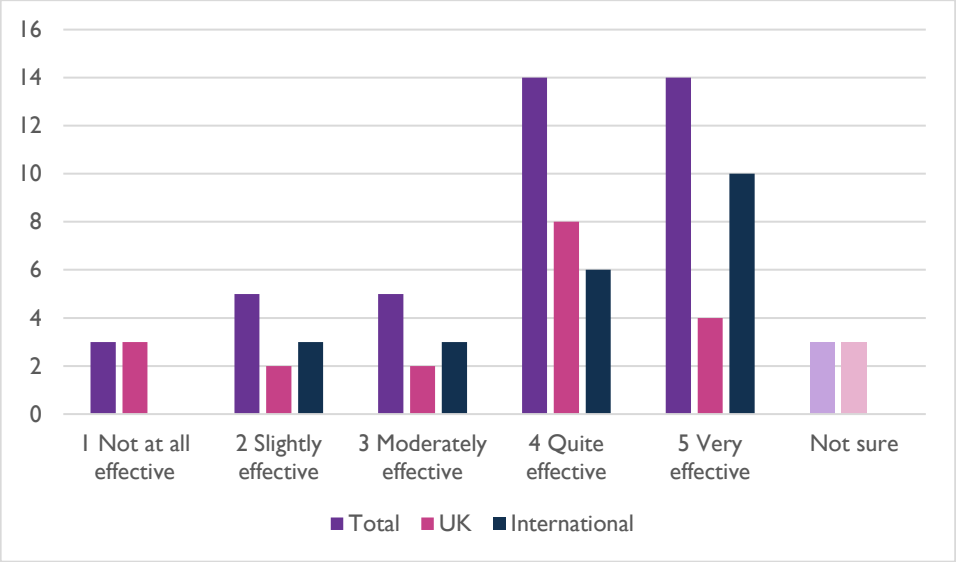
Please rate from 1 (Not at all effective) to 5 (Very effective).

Figure A2.39: Effectiveness of the Hub in building professional connection or networks



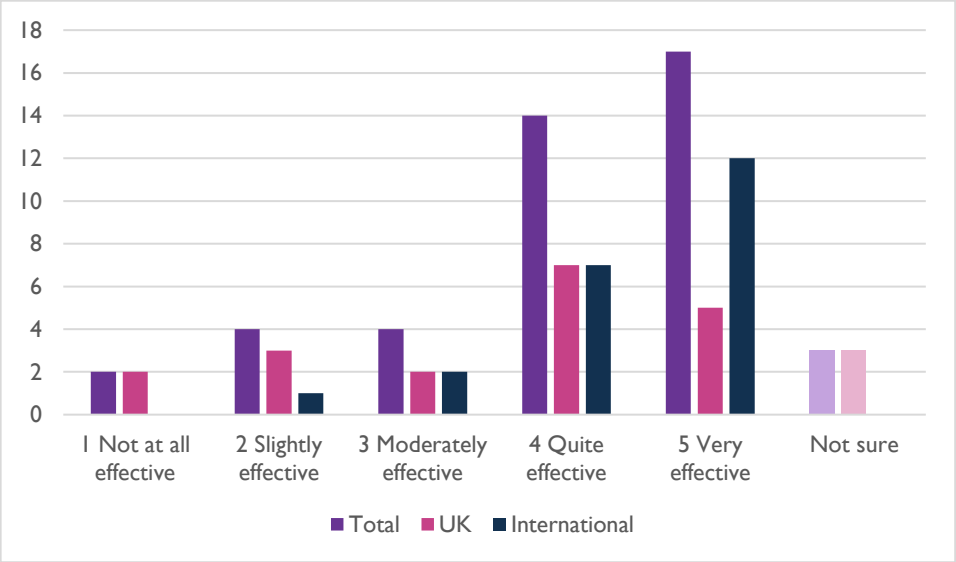
Source: Europe Economics, 2025-26 Hub user survey, question 22. Sample size: 44.

Figure A2.40: Effectiveness of the Hub in sharing knowledge and good practice



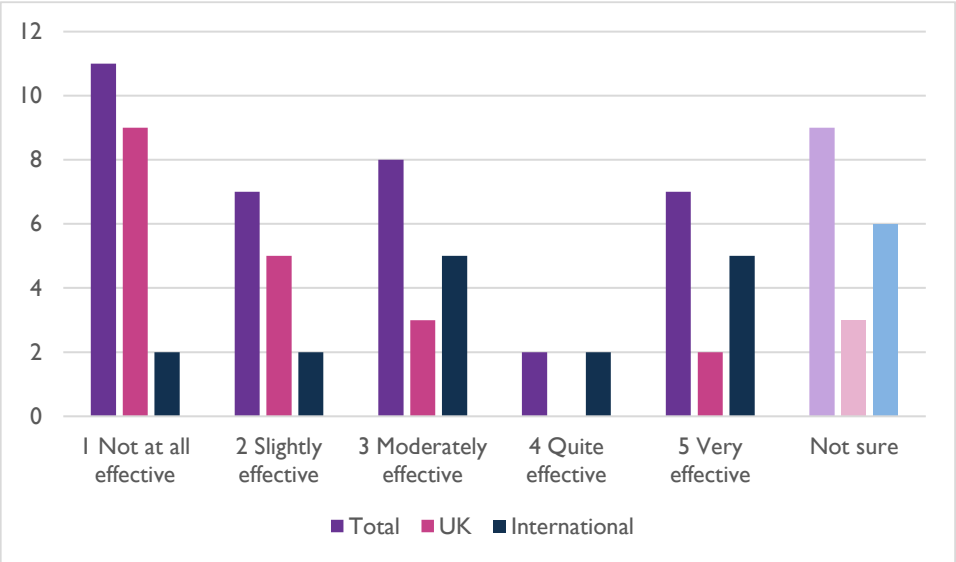
Source: Europe Economics, 2025-26 Hub user survey, question 22. Sample size: 44.

Figure A2.41: Effectiveness of the Hub in learning about AI standards or regulation



Source: Europe Economics, 2025-26 Hub user survey, question 22. Sample size: 44.

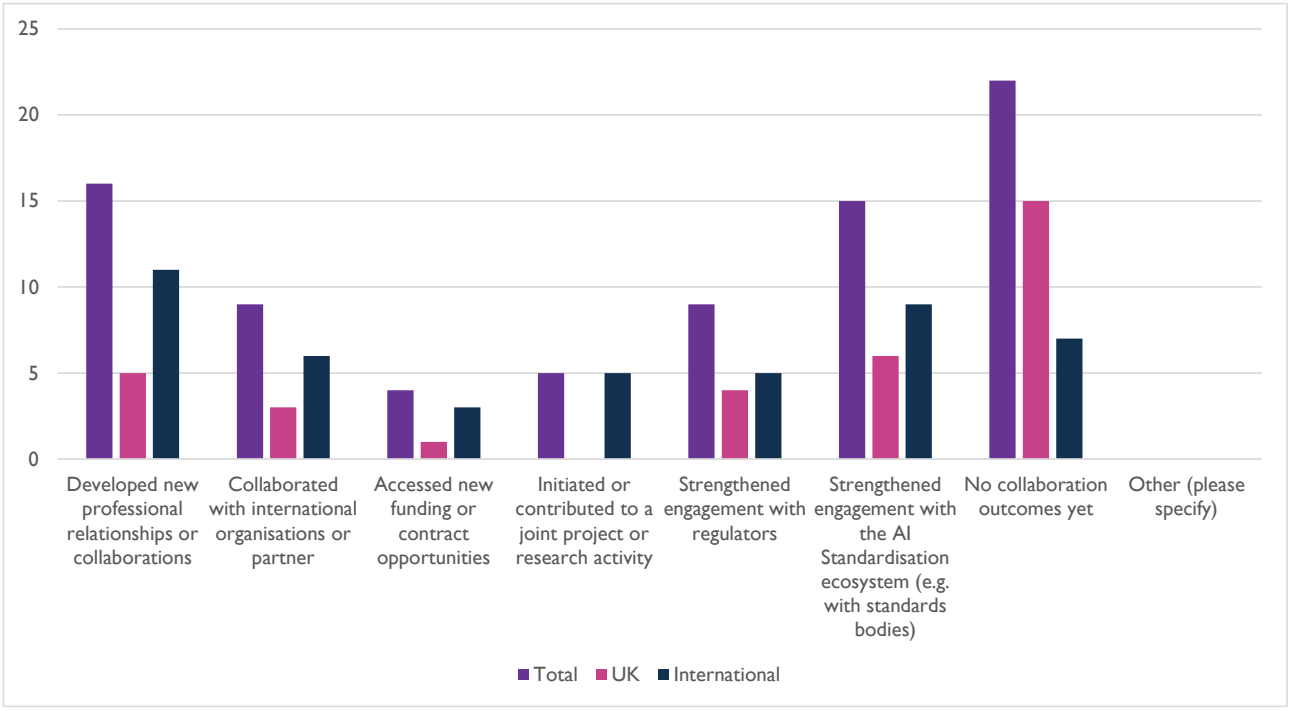
Figure A2.42: Effectiveness of the Hub in increasing visibility of your work



Source: Europe Economics, 2025-26 Hub user survey, question 22. Sample size: 44.

Question 23: Have you or your organisation experienced any of the following collaboration outcomes through its participation in AI Standards Hub activities?

Figure A2.43: Experienced collaboration outcomes through participation in AI Standards Hub activities

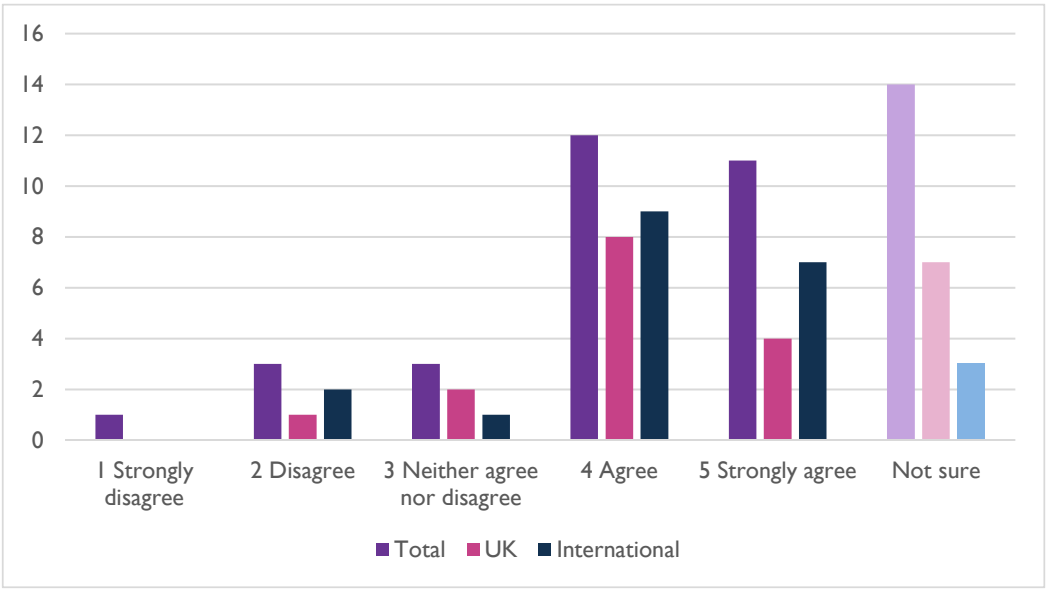


Source: Europe Economics, 2025-26 Hub user survey, question 23. Sample size: 44.

Policy and internationalisation

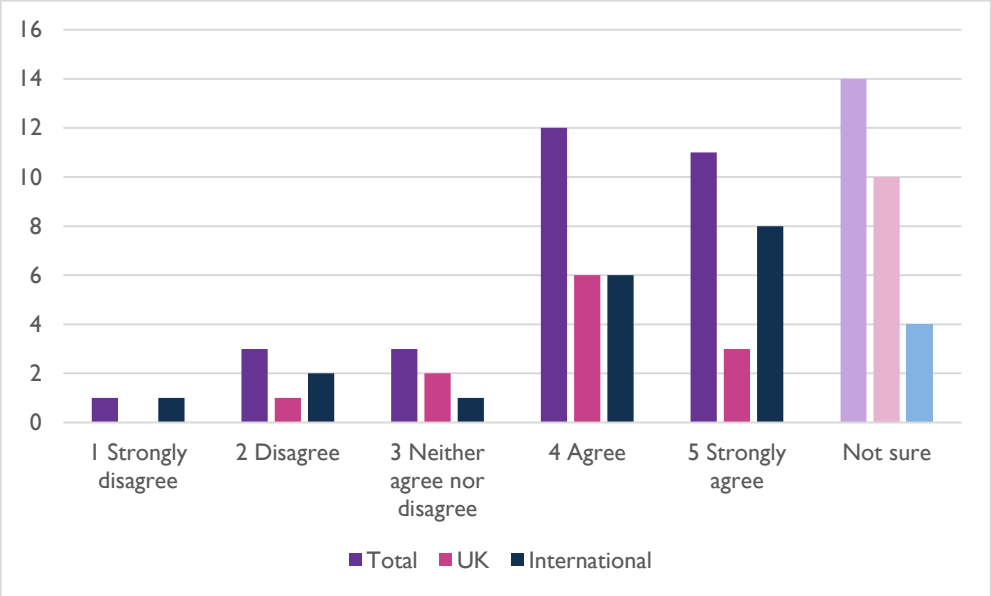
Question 24: To what extent do you agree with the following statements about the AI Standards Hub? Please rate each from 1 (Strongly disagree) to 5 (Strongly agree).

Figure A2.44: Do you agree that the AI Standards Hub helps the AI community have a recognised voice in the development of AI standards



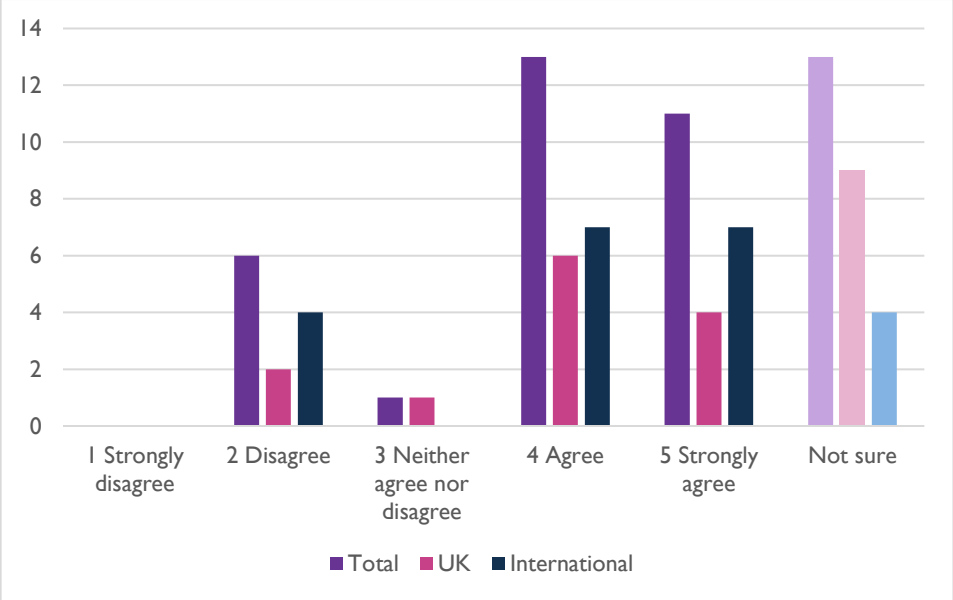
Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Figure A2.45: Do you agree that the AI Standards Hub helps the AI community have an internationally recognised voice that informs market behaviour



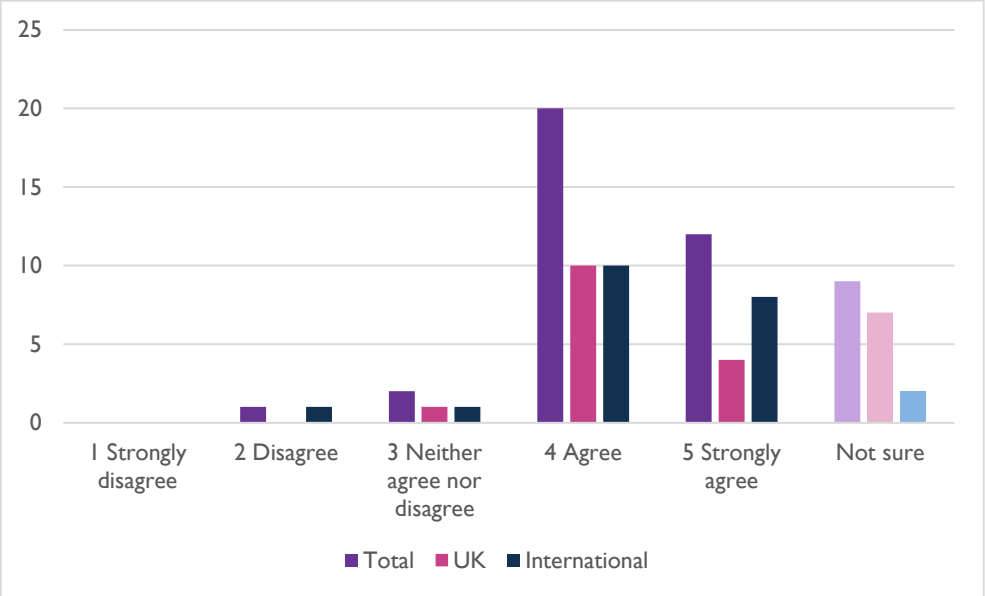
Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Figure A2.46: Do you agree that the AI Standards Hub helps the AI community have an internationally recognised voice that informs policy decisions



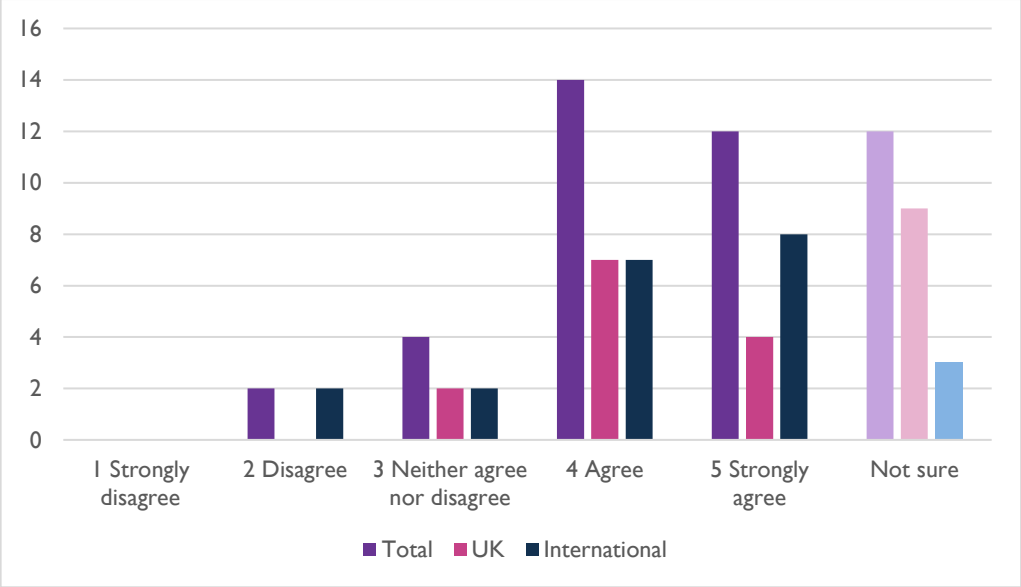
Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Figure A2.47: Do you agree that the AI Standards Hub helps the AI community understand how standards influence regulation



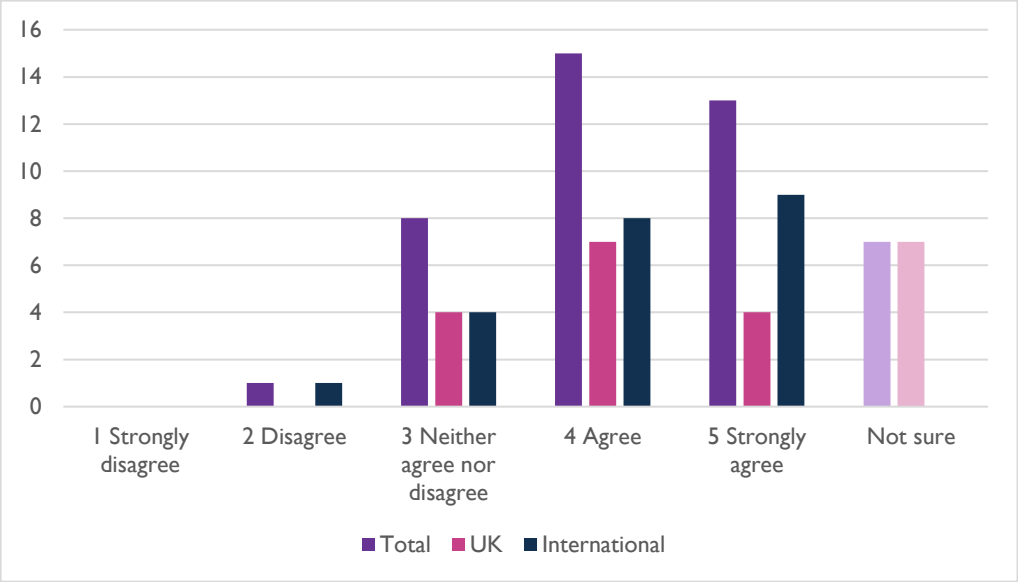
Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Figure A2.48: Do you agree that the AI Standards Hub represents the UK internationally in the area of AI standards and governance



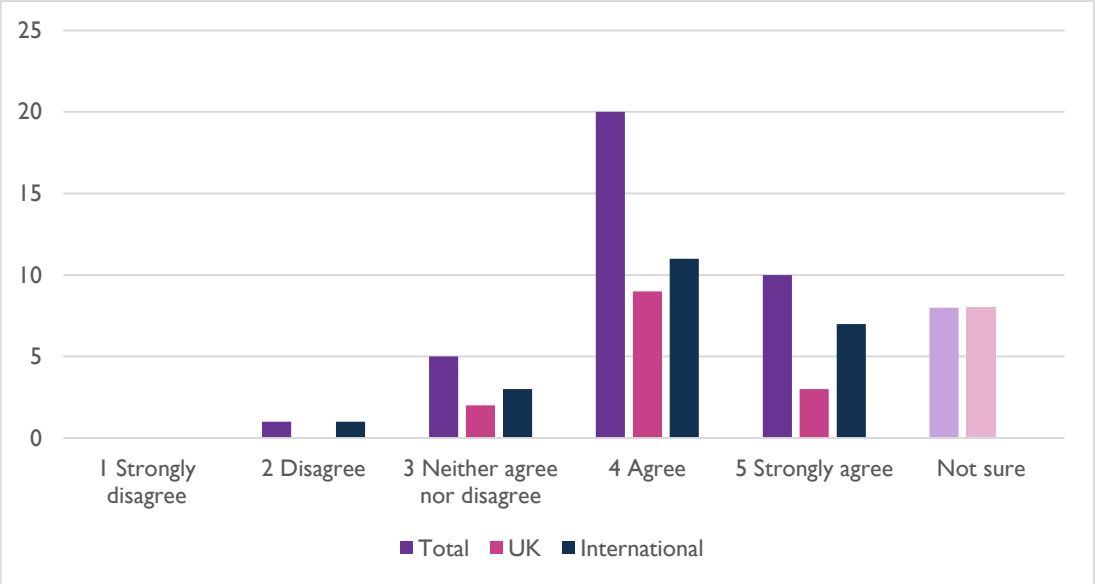
Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Figure A2.49: Do you agree that the AI Standards Hub contributes to more trustworthy and responsible AI development or deployment



Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

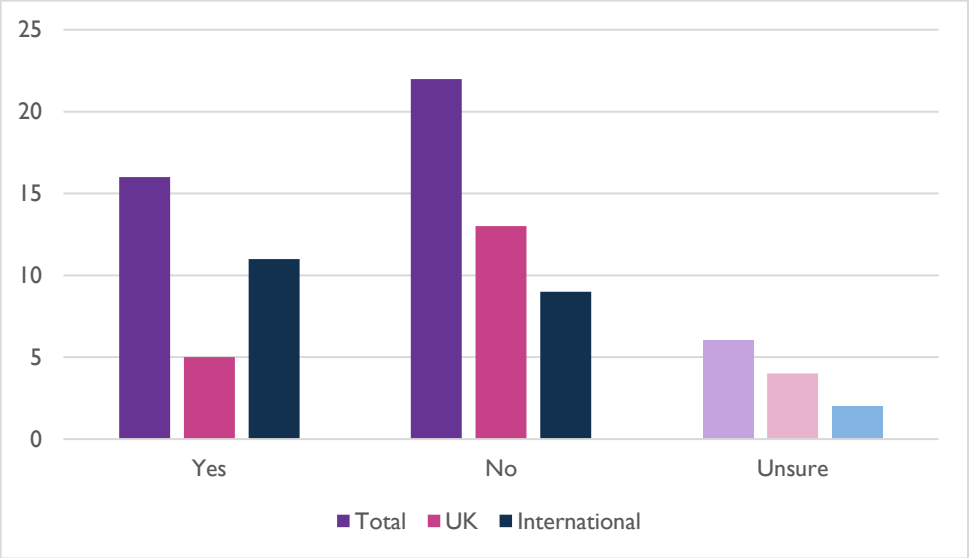
Figure A2.50: Do you agree that the AI Standards Hub helps the AI community understand what AI governance consists of



Source: Europe Economics, 2025-26 Hub user survey, question 24. Sample size: 44.

Question 25: Have you collaborated with international organisations, researchers, or other partners as a result of your involvement with the AI Standards Hub?

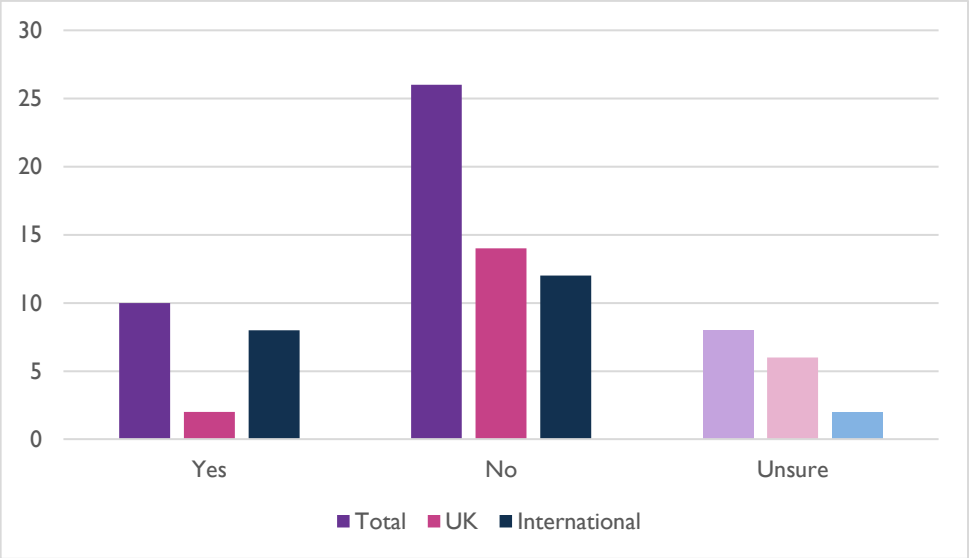
Figure A2.51: Collaboration with international organisations, researchers, or other partners as a result of your involvement with the AI Standards Hub



Source: Europe Economics, 2025-26 Hub user survey, question 25. Sample size: 44.

Question 26: Have you shared AI Standards Hub materials or resources with non-UK partners or used them in international work?

Figure A2.52: Sharing AI Standards Hub materials or resources with non-UK partners or used them in international work



Source: Europe Economics, 2025-26 Hub user survey, question 26. Sample size: 44.

SMEs survey results

The following section reports the data tables for the survey results for the questions in which we analyse the sample of SMEs against other organisations. We note that these results are only indicative due to the small sample size of SMEs respondents.

Question 7: Thinking about the time before you started using the AI Standards Hub, how familiar were you with the following aspects?

Table A2.1: Question 7a. AI standards in general

	Total	UK	International	Private sector – small and medium-sized enterprise (SME)
1 Not at all familiar	2	1	1	1
2 Slightly familiar	8	5	3	1
3 Somewhat familiar	5	4	1	1
4 Familiar	11	2	9	1
5 Very familiar	17	9	8	5
Not applicable	1	1	0	0
Total	44	22	22	9

Table A2.2: Question 7b. How AI standards are developed

	Total	UK	International	Private sector – SME
1 Not at all familiar	3	2	1	1
2 Slightly familiar	9	5	4	2
3 Somewhat familiar	6	2	4	1
4 Familiar	11	4	7	2
5 Very familiar	14	8	6	3
Not applicable	1	1	0	0
Total	44	22	22	9

Table A2.3: Question 7c. How to engage with AI standards setting and policy -setting processes

	Total	UK	International	Private sector – SME
1 Not at all familiar	6	2	4	2
2 Slightly familiar	8	6	2	1
3 Somewhat familiar	9	3	6	2
4 Familiar	5	2	3	1
5 Very familiar	15	8	7	3
Not applicable	1	1	0	0
Total	44	22	22	9

Table A2.4: Question 7d. The relationship between regulation and standards

	Total	UK	International	Private sector –SME
1 Not at all familiar	4	1	3	1
2 Slightly familiar	5	3	2	0
3 Somewhat familiar	7	4	3	3
4 Familiar	8	3	5	1
5 Very familiar	9	10	9	4
Not applicable	1	1	0	0
Total	44	22	22	9

Table A2.5: Question 7e. The role of AI standards in AI governance

	Total	UK	International	Private sector –SME
1 Not at all familiar	2	1	1	1
2 Slightly familiar	8	5	3	0
3 Somewhat familiar	8	5	3	3
4 Familiar	7	1	6	1
5 Very familiar	18	9	9	4
Not applicable	1	1	0	0
Total	44	22	22	9

Question 8: How familiar are you with AI standards now (i.e. after engaging with the AI Standards Hub)?

Table A2.6: Question 8a. AI standards in general

	Total	UK	International	Private sector – SME
1 Not at all familiar	0	0	0	0
2 Slightly familiar	3	2	1	1
3 Somewhat familiar	9	6	3	3
4 Familiar	11	5	6	2
5 Very familiar	17	5	12	3
Not applicable	4	4	0	0
Total	44	22	22	9

Table A2.7: Question 8b. How AI standards are developed

	Total	UK	International	Private sector – SME
1 Not at all familiar	0	0	0	0
2 Slightly familiar	4	3	1	0
3 Somewhat familiar	8	4	4	3
4 Familiar	13	6	7	3
5 Very familiar	15	5	10	3
Not applicable	4	4	0	0
Total	44	22	22	9

Table A2.8: Question 8c. How to engage with AI standards setting and policy -setting processes

	Total	UK	International	Private sector – SME
1 Not at all familiar	0	0	0	0
2 Slightly familiar	5	3	2	0
3 Somewhat familiar	11	6	5	3
4 Familiar	9	4	5	3
5 Very familiar	15	5	10	3
Not applicable	4	4	0	0
Total	44	22	22	9

Table A2.9: Question 8d. The relationship between regulation and standards

	Total	UK	International	Private sector – SME
1 Not at all familiar	1	1	0	0
2 Slightly familiar	4	2	2	0
3 Somewhat familiar	5	3	2	2
4 Familiar	12	5	7	4
5 Very familiar	18	7	11	3
Not applicable	4	4	0	0
Total	44	22	22	9

Table A2.10: Question 8e. The role of AI standards in AI governance

	Total	UK	International	Private sector – SME
1 Not at all familiar	1	1	0	0
2 Slightly familiar	3	2	1	0
3 Somewhat familiar	7	4	3	2
4 Familiar	12	6	6	4
5 Very familiar	17	5	12	3
Not applicable	4	4	0	0
Total	44	22	22	9

Table A2.11: Question 23: Have you or your organisation experienced any of the following collaboration outcomes through its participation in AI Standards Hub activities?

	Total	UK	International	Private sector – SME
Developed new professional relationships or collaborations	16	5	11	2
Collaborated with international organisations or partner	9	3	6	0
Accessed new funding or contract opportunities	4	1	3	0
Initiated or contributed to a joint project or research activity	5	0	5	0
Strengthened engagement with regulators	9	4	5	0
Strengthened engagement with the AI Standardisation ecosystem (e.g. with standards bodies)	15	6	9	2
No collaboration outcomes yet	22	15	7	7
Other (please specify)	0	0	0	0
Total	80	34	46	11

Note: Totals may exceed the sample size as respondents were able to select multiple responses.

Appendix 3: Hub User Survey

Introduction

We invite you to take part in a short survey supporting the independent evaluation of the AI Standards Hub, commissioned by the Department for Science, Innovation and Technology (DSIT). This is an opportunity to provide your thoughts and insights on a vital policy deliverable, specifically how the AI Standards Hub supports engagement with AI standards, builds awareness and capacity, provides training and facilitates collaboration.

The survey takes approximately 15 minutes to complete. If you are unsure about a particular question, please provide your best estimate based on your knowledge or experience.

Privacy notice

Europe Economics (EE) has been commissioned by the Department for Science, Innovation and Technology (DSIT) to conduct a survey that will support the independent evaluation of the AI Standards Hub (AISH). This is an opportunity to provide your thoughts and insights on a vital policy deliverable, specifically how the AISH supports engagement with AI standards, builds awareness and capacity, provides training and facilitates collaboration.

Participation in this survey is voluntary. The main survey does not collect any personal data. However, you may choose to provide personal information (for example, your name or contact details) in a small number of optional questions at the end of the survey. This information will be used only for the purpose of analysis and, if you consent, for potential follow-up contact related to this evaluation.

For full details, please see the AI Standards Hub Privacy Notice here.

Hub user profile

Question 1: Do you have an account on the AI Standards Hub website?

Question 2: Which of the following below best describes your organisation?

a. Private sector – small and medium-sized enterprise (SME)
b. Private sector – other
c. University/research institution
d. Government body
e. Professional body
f. Standards development organisation (SDO)
g. Civil society
h. Other – please specify_____
i. I do not work for an organisation

Question 3: If you are responding on behalf of an organisation, please state its name.

Ask if Q2 ≠ i

a. Name: _____
b. Prefer not to say

Question 4: Which sector do you or your organisation primarily operate in?

a. Agriculture, Forestry and Fishing
b. Mining and Quarrying
c. Manufacturing
d. Utilities - Electricity, Gas, Water, Waste and Remediation
e. Construction
f. Trade, Transport, Accommodation and Food Services
g. Information and Communication
h. Financial and Insurance Activities
i. Real Estate, Professional, Scientific, Technical and Business Services
j. Public Administration, Education, Health and Social Work
k. Arts, Entertainment, Recreation and Other Services
l. Other – please specify: _____

Question 5: Where is your workplace based?

a. UK
b. Other – please specify: _____

Question 6: (optional) Do you have any accessibility needs when using the AI Standards Hub? This will inform accessibility improvements to the website. Please outline these accessibility needs in the space provided below.

Familiarity and use of resources

Question 7: Thinking about the time before you started using the AI Standards Hub, how familiar were you with the following aspects?

Please rate your familiarity and understanding from 1 (Not at all familiar) to 5 (Very familiar).

	1 Not at all familiar	2 Slightly familiar	3 Somewhat familiar	4 Familiar	5 Very familiar	Not applicable
a. AI standards in general						
b. How AI standards are developed						
c. How to engage with AI standards setting and policy-setting processes						
d. The relationship between regulation and standards						
e. The role of AI standards in AI governance						

Question 8: How familiar are you with AI standards now (i.e. after engaging with the AI Standards Hub)?

Please rate your familiarity and understanding from 1 (Not at all familiar) to 5 (Very familiar).

	1 Not at all familiar	2 Slightly familiar	3 Somewhat familiar	4 Familiar	5 Very familiar	Not applicable
a. AI standards in general						
b. How AI standards are developed						
c. How to engage with AI standards setting and policy-setting processes						
d. The relationship between regulation and standards						
e. The role of AI standards in AI governance						

Question 9: Which of the following resources and/or features provided by the AI Standards Hub have you used previously? Please tick all that apply.

a. Standards database, policy database and/or research database (also known as the Observatory)
b. Training / E-learning modules
c. Events and webinars
d. Forums or collaboration tools
e. Newsletters or blogs
f. None of the above

Question 10: Thinking about how you or your organisation uses the AI Standards Hub, please rate how important each feature is to the overall value you get from the Hub.

Please rate each feature from 1 (Not at all important) to 5 (Essential).

Hub Feature	1 Not at all important	2 Slightly important	3 Moderately important	4 Very important	5 Essential	Not applicable
Standards database						
Policy database						
Research database						
Training / E-learning modules						
Events and webinars						
Forums or collaboration tools						
Newsletters or blogs						

Question 11: To what extent have the AI Standards Hub's resources helped you or your organisation in the following areas?

Please rate each area from 1 (Not at all) to 5 (A great deal).

	1 Not at all	2 A little	3 Some what	4 Quite a lot	5 A great deal	Not applicable
a. Finding relevant AI standards more quickly						
b. Applying AI standards in practice						
c. Considering how standards relate to AI governance						
d. Accessing up-to-date guidance on trustworthy AI						
e. Engaging and participating in the AI standards ecosystem						

Question 12: Have you or your organisation adopted AI standards based on guidance from the AI Standards Hub as part of AI development or adoption activities?

a. Yes
b. No
c. Unsure

Question 13: You said that you or your organisation have adopted AI standards based on guidance from the AI Standards Hub as part of AI development or adoption activities. How frequently do you or your organisation use the AI Standards Hub's materials in this way?

Ask if Q12 = a

a. Regularly (all or most projects)
b. Occasionally (some projects)
c. Rarely (one or few projects)

Valuation questions

The AI Standards Hub is currently free to use. The following questions are **purely hypothetical** and are intended to help us understand how much value users place on the Hub's different features.

Your responses are for research purposes only and will not affect your access to the Hub or any potential future pricing decisions.

Question 14: If access to the **full AI Standards Hub** (including databases, training, events, forums and newsletters) were subject to a fee, what is the **maximum monthly amount** you or your organisation would be **willing to pay for equivalent access**?

Please select the option that best reflects your situation or understanding.

a. £0 - I/we would not be willing/able to pay.
b. £1 – £10
c. £11 – £25
d. £26 – £50
e. £51 – £100
f. £101 – £250
g. Over £250, please specify roughly: _____

If Q14 = a, have the following Question appear:

You indicated that you would not be willing to pay for access to the AI Standards Hub. Which of the following best explains your answer?

a. We would not use the Hub / it provides no value
b. We value it but it should remain free/publicly funded
c. We value it but we could not pay e.g. budget/procurement constraints
d. We already have equivalent access elsewhere
e. Other, please specify

Question 15: Now thinking about access to the **AI Observatory databases (standards, policy and research only**, excluding training modules, events, forums and newsletters), what is the **maximum monthly amount** you or your organisation **would be willing to pay for equivalent access**?

Please select the option that best reflects your situation or understanding.

a. £0 - I/we would not be willing/able to pay.
b. £1 – £10
c. £11 – £25
d. £26 – £50
e. £51 – £100
f. £101 – £250
g. £ Over £250, please specify roughly: _____

If Q15 = a, have the following Question appear:

You indicated that you would not be willing to pay for access to the AI Observatory Databases. Which of the following best explains your answer?

a. We would not use the Hub / it provides no value
b. We value it but it should remain free/publicly funded
c. We value it but we could not pay e.g. budget/procurement constraints
d. We already have equivalent access elsewhere
e. Other, please specify

Searching for information

Question 16: Approximately how much **time do you or your organisation spend each month** engaging with the AI Standards Hub (e.g. browsing the Observatory databases, attending events, completing e-learning courses or participating in discussions)?

a. Less than 1 hour
b. 1–5 hours
c. 6-10 hours
d. 11–20 hours
e. 21–40 hours
f. More than 40 hours
g. Don't know

Question 17: Thinking about the information, guidance or training you access via the AI Standards Hub, approximately how much time does the Hub save you or your organisation per month compared with how you would obtain equivalent information and materials if the Hub did not exist?

a. Less than 1 hour
b. 1–5 hours
c. 6–10 hours

d. 11–20 hours
e. 21–40 hours
f. More than 40 hours
g. Don't know

Collaboration and networking

Question 18: Between April 2023 and March 2025, how many AI Standards Hub-related events or activities have you participated in? Please include both online and in-person events.

	Number of online and in-person events attended			
	0	**1–2**	**3–5**	**6+**
a. Hub webinars, workshops or live training sessions				
b. Hub international networking events (e.g. AI Standards Hub Global Summit 2025) or working groups				
c. Events organised by the AI Standards Hub Partners				
d. Standards Development Organisation (SDO) events (e.g. ISO, IEC, IEEE, ETSI)				
e. Other international AI standards or governance events				

(Optional) If you selected Other, please specify:_____

Question 19: (optional) Thinking about the events you attended (e.g. organised by Hub Partners, SDOs, or other international AI standards or governance events), how likely would you have attended these if the AI Standards Hub did not exist?

a. Unlikely
b. Somewhat likely
c. Very likely
d. Not sure

Question 20: (optional) If you attended any Standards Development Organisation (SDO) events (e.g. organised by ISO, IEC or ETSI), please specify:_____

Question 21: Have you or your organisation incurred any direct financial costs in connection with using or participating in Hub activities? This may include, for example, travel to events, conference fees, participating in working groups, etc.

a. Yes – significant costs (over £5,000 per year)
b. Yes – moderate costs (£1,000–£5,000 per year)
c. Yes – minor costs (under £1,000 per year)
d. No direct costs
e. Don't know

Question 22: In your view, how effective have AI Standards Hub events been for each of the following purposes?

Please rate from 1 (Not at all effective) to 5 (Very effective).

	1 Not at all effective	2 Slightly effective	3 Moderately effective	4 Quite effective	5 Very effective	Not sure
a. Building professional connections or networks.						
b. Sharing knowledge and good practice						
c. Learning about AI standards or regulation						
d. Increasing visibility of your or your organisation's work						

Question 23: Have you or your organisation experienced any of the following collaboration outcomes through its participation in AI Standards Hub activities?

Please tick all that apply.

a. Developed new professional relationships or collaborations
b. Collaborated with international organisations or partner
c. Accessed new funding or contract opportunities
d. Initiated or contributed to a joint project or research activity
e. Strengthened engagement with regulators
f. Strengthened engagement with the AI Standardisation ecosystem (e.g. with standards bodies)
g. No collaboration outcomes yet
h. Others, please specify: _____

Policy engagement and international engagement

Question 24: To what extent do you agree with the following statements about the AI Standards Hub? Please rate each from 1 (Strongly disagree) to 5 (Strongly agree).

	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree	Not sure
a. The AI Standards Hub helps the AI community have a recognised voice in the development of AI standards.						
b. The AI Standards Hub helps the AI community have an internationally recognised voice that informs market behaviour.						
c. The AI Standards Hub helps the AI community have an internationally recognised voice that informs policy decisions.						
d. The AI Standards Hub helps the AI community understand how standards influence regulation.						
e. The AI Standards Hub represents the UK internationally in the area of AI standards and governance.						
f. The AI Standards Hub contributes to more trustworthy and responsible AI development or deployment.						
g. The AI Standards Hub helps the AI community understand what AI governance consists of.						

Question 25: Have you collaborated with international organisations, researchers, or other partners as a result of your involvement with the AI Standards Hub?

a. Yes
b. No
c. Unsure

(optional) If yes, please indicate a few key countries and/or organisations: _____

Question 26: Have you shared AI Standards Hub materials or resources with non-UK partners or used them in international work?

a. Yes
b. No
c. Unsure

(optional) If yes, please indicate a few key countries and/or organisations: _____

Question 27: Please add any further comments or recommendations you wish to provide about the AI Standards Hub.

Concluding questions (optional)

All of the questions below are optional.

Question 28: Would you be happy to take part in a follow-up interview? This will be used to inform our qualitative and quantitative analysis and will be conducted online e.g. via Microsoft Teams.

Question 29: If you are happy to be contacted for a follow-up interview, please provide your full name and email address.

If Q28 = yes

Question 30: If you have any additional feedback or comments you would like to share, please use the space provided below.

Question 31: Would you recommend the AI Standards Hub within your network? Please state yes/no and explain the reason for your answer.

Yes/no question with additional comment box.

Appendix 4: Interview Topic Guide

The outline below summarises the key themes and topics explored during the in-depth interviews with stakeholders. The discussions are kept flexible based on stakeholders' experience and insights, therefore not all interviews cover all areas in the same depth.

Awareness and engagement

- Have you used or referred to any of the Hub's outputs (e.g. standards database, learning resources, events, newsletters)? If so, which, and in what context?
- How effective has the Hub been in supporting awareness and understanding of AI standards within your organisation or more broadly?
- Has it helped reduce barriers to participation in AI standardisation or AI assurance activities? If yes, how?
- To what extent has the Hub facilitated connections or collaboration across organisations, countries or sectors? Are there specific examples of initiatives, partnerships or processes that were supported or accelerated by the Hub?

International reach and impact

- How would you describe the Hub's visibility and reputation in the UK and internationally (or in your region)?
- Has the Hub influenced thinking, collaboration, or alignment within your organisation, government or ecosystem?
- To what extent does the Hub complement, overlap with or differ from other (international) initiatives in the AI standards or governance space?
- From your perspective, does the Hub strengthen the UK's credibility or influence in shaping global AI governance?

Outcomes and emerging impacts

- Have you observed any tangible outcomes resulting from the Hub's work (e.g. improved coordination, shared understanding, new collaborations, better guidance)? Are there outcomes that may not yet be visible but are likely to emerge over time?
- In your view, how significant has the Hub's contribution been compared with other programmes or initiatives in this space?
- How do you think progress in this area might have evolved if the Hub had not existed? Would similar activities have emerged independently and at what pace or scale?
- Are there any factors (policy, institutional, economic) that may have aided or hindered the Hub's influence?